MAY 5, 1958

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

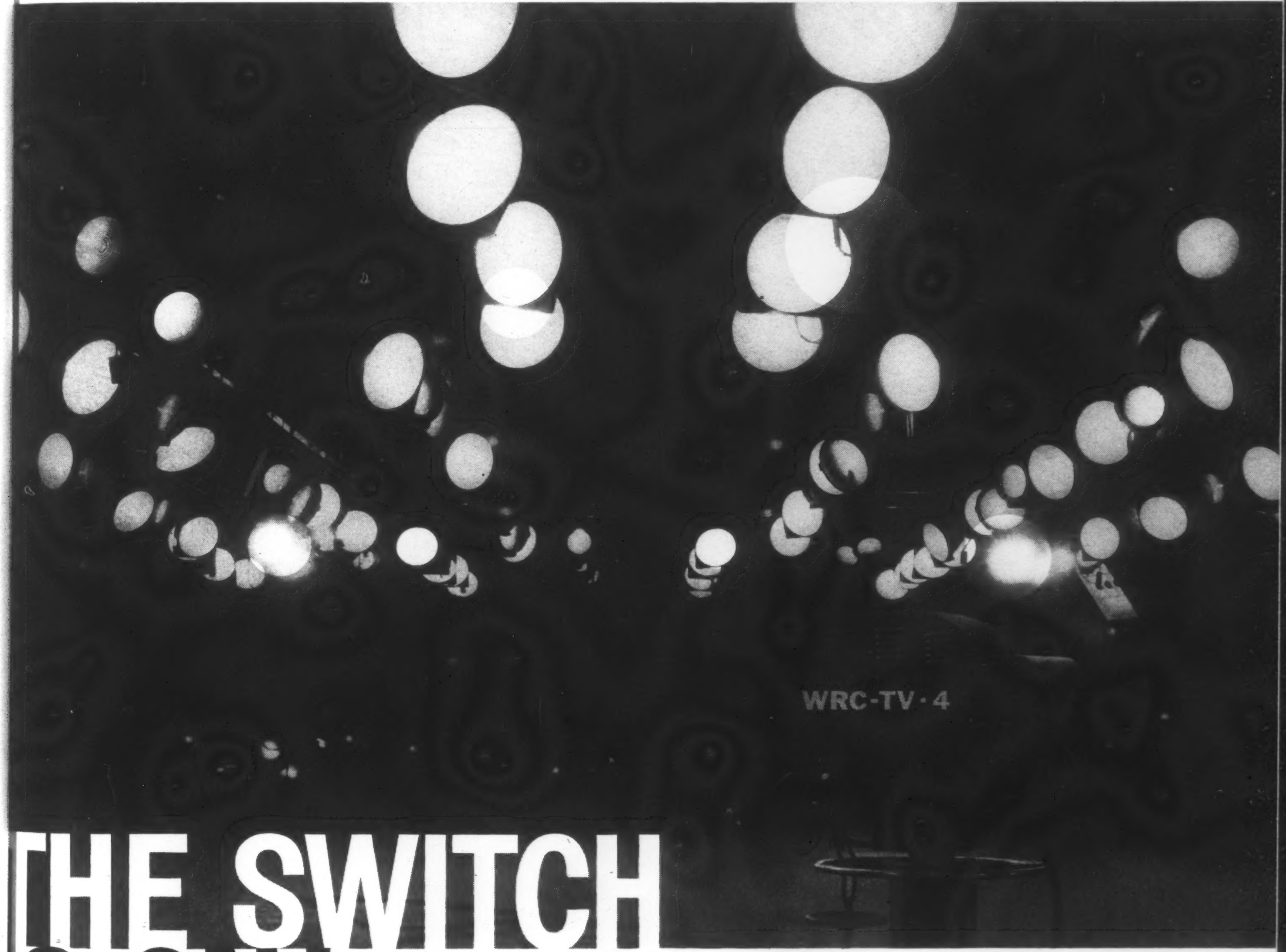
COMPLETE INDEX PAGE 7

Stanton, Harper, Doerfer exhort broadcasters to lead Page 35

The busy week in L.A.: a full NAB convention report Page 40

Tv allocations, Bricker bill on hearing calendar Page 58

Radio committee drafted for impending ASCAP talks Page 80



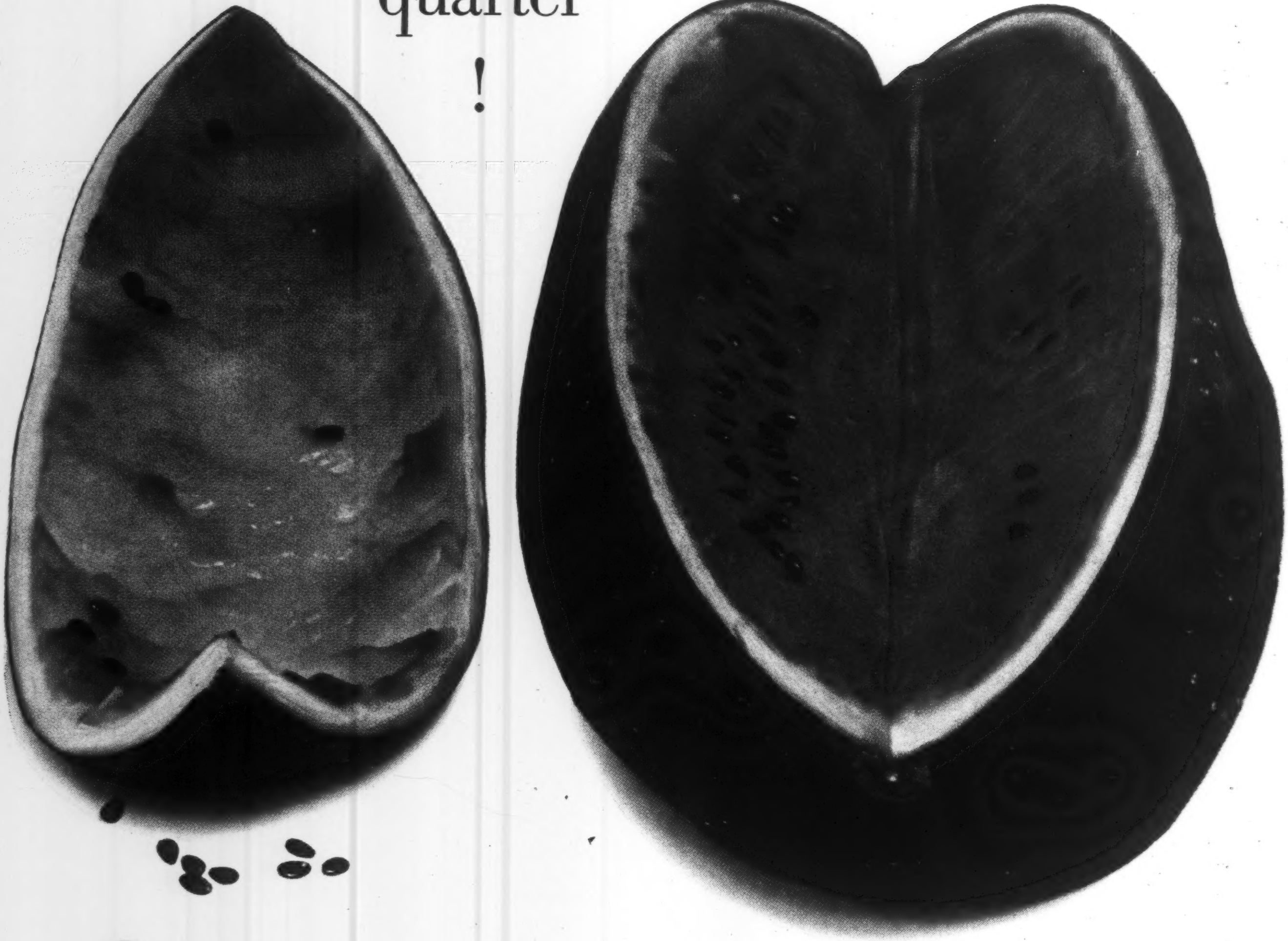
HE SWITCH
S ON!

The first structure ever designed from the ground up for color television now houses WRC-TV and provides the most advanced radio facilities for WRC. In its new home WRC-TV is more than ever a showplace of the Capital and Washington's leadership television station.

WRC-TV·4

NBC SPOT SALES

it's
been
a great
first
quarter
!



For the full broadcast day, sign-on to sign-off, WRCA-TV's share of audience in the first quarter of 1958 is *up 17%* over last year.* WRCA-TV's national sales for the first quarter are *17.5% greater* than last year's.

We're now enjoying another great quarter. Come on along and sink your teeth into the juiciest market in America...with a schedule on the NBC *leadership* station in New York!

WRCA-TV • 4 NEW YORK *Sold by NBC Spot Sales*

ARB Jan., Feb., Mar. 1957 vs 1958

Now - Proved by New Depth Study

KRNT RADIO

Cowles

Is - far and away - THE MOST

BELIEVABLE

STATION IN

DES MOINES, IOWA

MORE LISTENERS, TOO!

This Central Surveys study reveals many interesting facts that show without question KRNT is the station to use to get the kind of results an advertiser must get these days.

Central Surveys has been engaged in nation-wide market research and public opinion surveys for over 20 years. Among the more than 200 clients are many PUBLIC UTILITY companies. List shown on request.

FACTS-FINDING EXAMPLES

"If you heard conflicting accounts of the same incident on different radio stations, which station would you believe?"

KRNT	**52%**
No. 2 STA.	**18%**
No. 3 STA.	**17%**

Personalities Preference

- **⅔ name KRNT personalities.**
- **40% name KRNT personalities *EXCLUSIVELY*.**
- **Re: Sta. 2 & 3. *NO* personalities named by 72% and 90%, respectively.**

KATZ has the NEW - the TRUE - facts on Des Moines Radio Listening!

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

THE CITY WITH A ROSY PRESENT AND A GOLDEN FUTURE...

More people are working in Dallas than ever before in history, and their pockets are bulging with the greatest savings ever reported.

Bank clearings and debits are larger than 1957. So are building permits, postal receipts, the consumption of electricity and gas, and virtually every other index of business activity.

Perhaps 100 people every working day come to "Big D" seeking opportunity. They are welcomed and quickly absorbed into the varied, bustling economy of this metropolitan center.

Your products will find the same warm acceptance if you offer them over Dallas' favorite entertainment and news media . . . KRLD-TV and KRLD-Radio.

JOHN W. RUNYON, Chairman of the Board

KRLD-TV

MAXIMUM POWER

CLYDE W. REMBERT, President

KRLD Radio

50,000 WATTS

CBS TV AND RADIO FOR DALLAS AND FORT WORTH

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

closed circuit®

BALABAN ADDS ANOTHER • Purchase of KGKO Dallas, regional independent, by Balaban Radio & Tv for $450,000, has been consummated, subject to usual FCC approval. Transaction was completed by John F. Box Jr., executive vice president of Balaban, with Oilmen H. H. Coffield and W. L. Pickens. Other Balaban stations are WIL St. Louis, WRIT Milwaukee, WICS-TV Springfield, Ill., and WTVO-TV Rockford, Ill. KGKO is 5 kw day, 500 w night on 1480 kc.

•

It's standing gag that at broadcaster meetings, sound systems never work. Gag took on serious overtones last week at NAB convention. Public address gear functioned inadequately at several sessions, was especially bad at RAB presentation—so bad that number of delegates walked out because they couldn't hear what was going on. Walkout prompted some talk of disenchantment with RAB, though p.a. problem was primarily at fault.

•

OUTDATED FORMS • Proponents and practitioners of "modern" broadcasting found great comfort in discovery that FCC's two newest members — Comrs. T. A. M. Craven and Fred W. Ford—do not believe that existing standards in license renewal forms on program balance fit current broadcasting operations. Comr. Craven consistently has favored elimination of questions on percentages of time devoted to particular programming on ground that this veers toward censorship. Comr. Ford, in his comments during NAB panel discussion in Los Angeles, expressed view that standards should differ in relation to available service, market by market.

•

"Modern" broadcasters were particularly interested in license renewal cross-fire because of recent FCC action in holding up number of renewals on grounds of purported programming imbalance. They have contended that public service can't be measured in terms of total broadcast hours because programming has changed, with spot announcements rather than full commercials now dominant. Comrs. Craven and Ford expressions indicate these views have won favor with them and perhaps other FCC members.

•

EASTMAN READIES • No formal announcement is expected yet, but Robert E. Eastman, former president of ABC Radio, has quietly incorporated Robert E. Eastman & Co. as station representation firm to start operation about June 1. Though he had toyed with idea of going into station ownership, he was actively available for talks with prospective clients at NAB convention, reportedly has lined up nucleus station group and also is at work arranging offices in New York, Chicago and on West Coast. Mr. Eastman was executive vice president of John Blair radio rep firm before moving to ABC year ago for what proved to be 11-month stint. ABC settled rest of his five-year contract few weeks ago after ordaining severe cutback in network programming.

•

ABC Radio is quietly racking up well over million dollars in new business and renewals, according to word passed along last week to affiliates. Meanwhile, Ed de-Gray, vice president in charge of revamped radio network, was busy in Los Angeles last week lining up new affiliates.

•

RADIO ROULETTE • Major station representative is soliciting national spot business for at least one of its stations by offering timebuyers this deal: If station doesn't turn up No. 1 in next Pulse survey, there'll be no charge for spots; if station does make No. 1 position, as rep predicts it will, business will be billed at regular rates. "You can't lose either way," says rep's letter of solicitation.

•

On theory that best defense is strong offense, stations and networks notified by FCC of "complaints" against editorializing on pay-tv test issue, may hurl charge of unclean hands against complainants. It's common knowledge, they contend, that Zenith has been behind massive campaign to force FCC's authorization of tests and that its complaint to FCC is just another publicity effort.

•

THE OTHER THORN • Pay-tv, burning issue for months on-end, played second fiddle to community antennas at NAB Convention in Los Angeles last week. With pay-tv tests on ice pending possible congressional action, attention of secondary market broadcasters, notably in West, turned to FCC's hands-off policy on CATV, resulting in commitment from Commission that it will make new serious study of whole issue, regarded as threat to economic existence of secondary market stations.

•

After concentrating on southern and southwest area in acquisition of radio properties, McLendon Stations are understood now to be eyeing stations in such major markets as Chicago and Philadelphia.

•

MORE ON CH. 10 • Digging deeper and deeper into Miami ch. 10 case, U. S. grand jury in Washington has subpoenaed Washington attorneys A. Harry Becker and Leo Resnick to appear this week. Mr. Becker represents unsuccessful applicant North Dade Video Inc., and Mr. Resnick L. B. Wilson Inc.

•

Though most of public reaction to date to recent anti-rock and roll blast by Ernest J. Hodges, of Guild, Bascom & Bonfigli, San Francisco, has come from stations, many key New York agency executives privately are lauding his stand. "We've been thinking it and trying to sell it but it took Hodges to say it in print [MONDAY MEMO, *April 14*]*," says one agency buyer. A timebuyer for a brewer account notes he favors non-r&r programming station over r&r station in given markets—"we don't want to reach teenagers to sell beer," he reminds. Also highly commended is GB&B's reported move to acquire breakdown of music and artists featured on stations in certain time periods* [CLOSED CIRCUIT, *April 28*].

•

CAMEL'S NOSE IN TENT • One of gravest problems confronting broadcasters centers around community antenna problem and NAB is considering quick action, according to private comments after Los Angeles convention had formally ended. Reason for alarm among some industry groups is fear that millions of community antenna homes, tied by wire, offer basis for built-in pay television system. Special NAB community antenna committee, long semi-dormant, jumped into action at convention and will hold meeting soon.

•

Pharmaceuticals Inc., New York, with approximately $14 million in network tv this year, is active in reforming its network lineup for next Fall. Already decided: to drop Saturday 10-10:30 p.m. time period on NBC-TV, letting present commitment on Ted Mack Amateur Hour *run through summer; shift* Twenty One *from current Monday 9-9:30 p.m. slot to new NBC-TV time period—Thursday 8-8:30 p.m.—and attempt to sell off alternate weeks of* To Tell The Truth *that it now sponsors Tuesdays, 9-9:30 p.m. on CBS-TV. Advertiser wants another evening time period for show (format undecided) and, through its agency, Parkson Adv., N. Y., is talking with all three networks.*

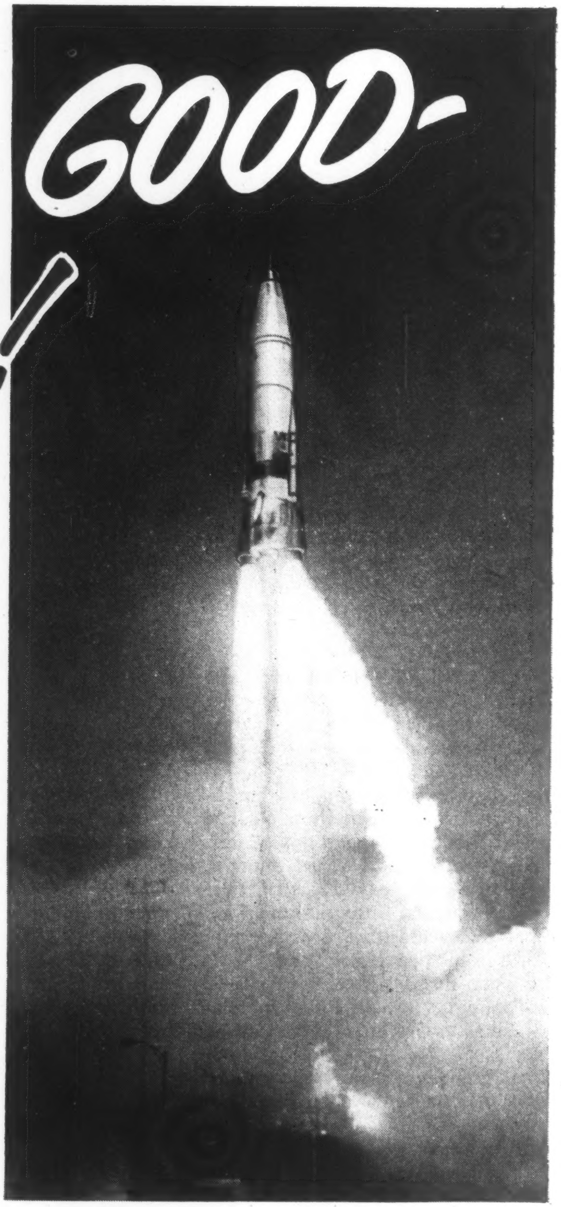
•

SAT. NIGHT PLANNING • NBC-TV planning to put new series entitled *Man From Tallahassee* in 9:30-10:30 p.m. period, Saturdays effective in Fall. Several advertisers are understood to be interested in sponsoring program. Show will replace *Turning Point*, 9:30-10 p.m., sponsored by Scott & Schick, and *Ted Mack Amateur Hour*, 10-10:30 p.m., underwritten by Pharmaceuticals [see above].

•

Plaguing some broadcast engineers are doubts that TASO report can possibly be completed by end of this year, as promised. TASO members beginning to feel urgency, too, and talk of hiring extra engineers to correlate, analyze and write up findings based on increasing river of raw technical data coming to Dr. George Town, at TASO headquarters.

BUSINESS IS GOOD-
IN OMAHA!



The mighty intercontinental ballistic missile, the SM-65 Atlas—symbol of the future roles the Strategic Air Command will play in space operations.

Yes, Business is GOOD in Omaha, home of the Strategic Air Command, which has just been assigned a key role in missiles.

The Defense Department has just announced plans to spend $25,000,000 in the Omaha area to equip SAC for its missiles mission.

This brings Omaha's 1958 building program, public and private to an all-time record of $250,000,000!

Yes, business is GOOD in Omaha!

Get your share of this big, healthy market with the number one sales station. The station with the fabulous news ratings, the outstanding MGM film library and the top personalities—WOW-TV, Channel 6!

WOW-TV *Channel* 6 *Omaha*

A *Meredith* Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV
Representatives

CBS TV

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA
Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

Broadcasters Must Take Leadership—That's message of three speakers at NAB convention: CBS President Frank Stanton, McCann-Erickson President Marion Harper Jr., FCC Chairman John C. Doerfer. Page **35.**

All Over Until Next Year—Nearly 2,000 delegates attend their last industrywide convention as NAB changes whole format to cut size of annual meeting. Program, advertising, regulatory and technical problems were discussed, with a few moments off for socializing. Page **40.**

Another Cheerios Pattern?—General Mills breaks introductory campaign for premium-priced Hi-Pro cereal food. Its agency that helped to put Cheerios near top in breakfast food sales using mostly tv, notes that spot tv already is playing major role for Hi-Pro. Page **45.**

On Capitol Calendar—Senate Commerce Committee announces hearings on "general question" of tv allocations May 27; on Bricker bill to place networks under direct FCC regulation beginning June 2. Page **58.**

House Probers Prescribe Tonic—Rep. Harris tells D. C. attorneys Oversight Subcommittee faces task of making FCC stronger—not weaker—and restoring public confidence in agency; promises no "character assassination" or use of "dubious methods." Page **60.**

She Thinks There Is Something Ratty—Hearings on Langer bill to prohibit advertising of alcoholic beverages in interstate commerce wind up on colorful note as surprise Danish witness "smells a rat." Page **62.**

Can a Station Amortize Its FCC License?—KWTX-TV Waco, Tex., and WBIR-TV Knoxville, Tenn., go to U. S. Tax Court to find out if the cost of getting an FCC grant can be written off over three-year period of the license. Page **67.**

What Delegates Think—First major survey of what broadcasters think of their annual meeting conducted by The Pulse Inc. for BROADCASTING. Most delegates consider the programming good. Attendance at meetings was revealed as highly satisfactory. Fast tabulation of results shows delegates' verdict. Second half of survey to be published in May 12 BROADCASTING. Page **78.**

Radio Gets Ready for ASCAP—Broadcasters authorize formation of 17-man committee to negotiate for new music performance licenses to replace those expiring—after 18 years—at end of December. Page **80.**

Color and Competition—General Electric Co. introduces new, compact color camera at convention, going after market heretofore monopolized by RCA; RCA enters videotape field for both color and black-and-white, giving Ampex its first competition in this field. Page **92, 96.**

The New and The Novel in Technical Developments—Automation for radio and tv and a dozen other pieces of light and heavy products catch eye of NAB management and engineering delegates. Page **94.**

FM Faces Future—For first time in decade, fm broadcasters see solid reasons for encouragement. New equipment, larger audiences, stereo and multiplexing are among elements that look good. FM Development Assn. reorganized as fm-wide promotion organization. Page **98.**

P's and Q's of Tv Station Operation—NAB's Tower urges broadcasters to adopt better accounting methods, noting prices geared to advertiser demand is thing of past. Law of diminishing returns is applicable to station costs and revenue, he indicates. Page **100.**

FCC Examined—(Again)—Prospect that television may eventually be shifted to other frequencies is raised as FCC members answer questions in annual appearance before NAB convention. "Censorship," license terms, plans to study community antenna operations among other highlights. Page **104.**

Back in the Ring—The station reps and radio networks renew their differences as Frank Headley of SRA and H-R Reps and Joe Culligan of NBC disagree at NAB Radio Management Conference. Page **106.**

Something for the Boys—BROADCASTING's annual cheesecake spread, reminding delegates of what they saw, and letting the rest see what they missed. Page **110.**

Film Costs Rising Features Dwindling—Syndicated film production expense up 30% in three years, outlook for new features also bleak, NAB tv film panel is warned. Page **112.**

Let's End Summer Tv Hibernation—In this week's MONDAY MEMO, FC&B's Cashman urges broadcasters not to pull shade on summer programming. It should be time for new faces, new talent and new concepts, he urges. Page **131.**

MR. CASHMAN

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This Wednesday at 6 p.m. The New Orleans radio station with 32.2% of the audience will become

20 TIMES MORE POWERFUL

General Outdoor Adv. Co.
20 times more powerful
the mighty
WTIX
690
coming soon
on your radio dial

The change-over story is being brought forcefully to New Orleans' attention by powerful promotion, including posters like this one at high-traffic Canal & Royal Streets.

May 7, WTIX goes to 5,000 watts—and takes over the 690 spot on the dial. Result? Over 1,000,000 new listeners added. Now WTIX's 24-hour service extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the New Orleans buy is WTIX—the station which even before the change had more audience than the next 3 stations combined. (Current Hooper.) See the Adam Young man, or WTIX General Manager Fred Berthelson.

WTIX

first . . . and getting firster . . . and now 20 times more powerful . . . with

5,000 watts . . . at 690 kc

NEW ORLEANS

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

FC&B Media Operations to N. Y. Under Vice President Simpson

Major shift in Foote, Cone & Belding's broadcast operation being announced over weekend by President Rolland W. Taylor. Overall control of agency's radio-tv activity will be under Vice President John B. Simpson, present agency broadcast chief in Chicago who will become national director of broadcasting, headquartered in New York. Vice President Roger Pryor, formerly in charge of broadcasting in New York, assumes function of broadcast production chief for all FC&B offices.

Agency, in $100 million category, bills at least $40 million in radio-tv. Mr. Taylor reasoned that "with New York the center of television and our clients increasing their television activity, we are placing our broadcast strength where it will be most effective." Vice President Edmund L. Cashman continues in charge of West Coast, and Homer Heck, formerly associate director of broadcast, succeeds Mr. Simpson in Chicago.

Mr. Simpson, veteran producer, writer and director of radio-tv shows, joined agency in 1952 as its radio-tv supervisor and in subsequent years moved up to top broadcast policy at agency.

Among agency's many broadcast accounts are Lever Bros., General Foods' Peckins Div., Armour & Co., Clairol, Ford Motor's Edsel, Kimberly-Clarke, Kraft Foods, Halls Bros., Purex, Savrin coffee, S. C. Johnson & Co., Tidewater Oil, Rheingold Beer and Sunkist Growers.

AAP Announces Convention Sales

Associated Artists Productions Friday reported following sales made during NAB convention: "Vanguard" and "Jupiter" packages of Warner feature films to WTVN-TV Columbus, Ohio, KTVU (TV) San Francisco-Oakland, KTNT-TV Seattle-Tacoma and KTEN (TV) Ada, Okla.; KGHL-TV Billings, Mont., bought "Jupiter"; WSUN-TV St. Petersburg, Fla., KAVE-TV Carlsbad, N. M., and KENS-TV San Antonio contracted for Gold Mine Library, and KFBB-TV Great Falls, Mont., bought "Popeye" cartoons.

Co-op Panel Set for ANA Session

Workshop on cooperative advertising will be held by Assn. of National Advertisers at Hotel Sheraton East, New York, June 4. Discussion on control of cooperative plans will be featured with panel consisting of John F. Aspey, director of advertising and promotion, the Black & Decker Mfgr. Co.; Robert Frederick, manager, advertising and sales promotion, household refrigerator dept., GE; Crawford D. Paton, director of advertising and research, Warner Bros.; James N. Rhoades, director of advertising, Hamilton Mfgr. Co., and G. Duane Tillinghast, director of sales promotion, State Farm Mutual Automobile Insurance Co.

Kaiser Renewing 'Maverick' On Bigger ABC-TV Lineup

Renewal of *Maverick* on ABC-TV (Sun., 7:30-8:30 p.m. EDT) with expanded station lineup announced late Friday by Kaiser Companies, Oakland, Calif. Declaring that 1958-59 is the time for retail selling to help nation's economy, industrialist Henry Kaiser said, "Our action demonstrates our recognition of the tremendous power of television to reach the people."

Expanded lineup will seek an additional 25 million viewers for program, ABC-TV said. Agency is Young & Rubicam, New York.

Revlon Accepts 'Bid or Buy'

Decision reached Friday by Revlon Inc. to place *Bid or Buy* as summer replacement for *$64,000 Question* on CBS-TV (earlier story, page 50). New program premieres Tuesday, July 1, 10-10:30 p.m., with agency of record presumed to be Warwick & Legler, New York. There was no confirmation of agency position Friday; W&L has been servicing *Question* program.

WARM Sold for $195,000

Application for FCC approval filed Friday for sale of WARM Scranton, Pa., to Susquehanna Broadcasting Corp. (WSBA-AM-TV York, Pa.) for $195,000. Susquehanna is owned by Louis J. Appell Jr., and associates. ABC-affiliated WARM, principally owned by Trans-Continent Television Corp., is 5 kw on 590 kc.

HARRIS PEN PAL

Rep. Oren Harris (D-Ark.) has been called many things—both adverse and favorable—since becoming chairman of the House Legislative Oversight Subcommittee last February. Visible proof is a dog-eared envelope he now carries around and proudly shows to friends.

It was mailed in Wisconsin and addressed to: "Harris Whitewash Committee on Legislative Oversight, Oil and Gas Harris, Head Whitewasher, Washington, D. C." Inside are cartoons and clippings on subcommittee's ch. 10 investigations which sender said, were for Rep. Harris to add to his "extensive scrapbook of graft and dishonesty."

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

SPOT TV MONEY • Spot tv will get most of $1 million billing that represents new account announced today (Mon.) by Cunningham & Walsh, N. Y. Account is Stephan's Distributing Corp. (Stephan's dandruff remover hair lotion), Fort Lauderdale, Fla. Appointment of C&W is effective immediately. J. J. Coppo Co., Baldwin, N. Y., formerly serviced account.

FALL SHOPPING • Bristol-Myers Co., N. Y., through Doherty, Clifford, Steers & Shenfield, N. Y., signed for Mon. 9-9:30 p.m. time period on NBC-TV for Fall start, Agency still considering several series to be placed in time period.

MORE FOR MARS • Mars Inc., Chicago, signs for alternate weeks of *Circus Boy* on NBC-TV starting next October (Sat. 11:30 a.m.-12 noon) through Knox Reeves Adv., Minneapolis. *Circus Boy*, Screen Gems package, originally was on network in 1956-57 season. Mars Inc. also will sponsor alternate week quarter hour of *Ruff and Reddy* on NBC-TV (Sat. 10:30-11 a.m.) starting in Fall. Contract is for 52 weeks.

TWO-THIRDS COMPLETE • Liggett & Myers Tobacco, through Dancer-Fitzgerald-Sample, and the Mennen Co., through McCann-Erickson, have signed for three-way sponsorship of ABC-TV's *College All-Star Football Game*, Aug. 15, 9:30 p.m. Third sponsor not set.

DAYTIME FOR FOUR • General Foods Corp., White Plains, N. Y., signed for alternate Friday quarter-hour segments of NBC-TV's *The Price Is Right* (weekdays 11-11:30 a.m.) starting June 13 for 52 weeks through Young & Rubicam, N. Y. Sterling Drug Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., extended various weekly quarter-hour segments of network's *Modern Romances* (weekdays 4:45-5 p.m.) for 13 weeks effective July 29. Two short term purchases effective immediately are Armour Co., Chicago, through Foote, Cone & Belding, N. Y., for alternate Monday quarter-hour segments on *Dough-Re-Mi* (weekdays 10-10:30 a.m.) and Glamorene Inc., N. Y., through Jules Power Productions Inc., N. Y., for quarter-hour segments on various days on *Treasure Hunt* (weekdays 10:30-11 a.m.).

at deadline

Shadow of NABET Strike Hangs Over NBC, ABC

NBC and ABC supervisory employes were alerted Friday for possible strike duty after National Assn. of Broadcast Employes & Technicians notified networks it would sign contract proposal with provision that further discussions be held with respect to total of 98 employes who had voted against ratification (earlier story, page 72). Networks said they declined to sign "piecemeal" contract. Union spokesmen were noncommital late Friday as to what immediate move NABET would take.

Networks claimed their contract offer was ratified "overwhelmingly" by NABET membership but eight units at ABC, numbering 62 employes, and seven units at NBC, totaling 36 workers, had rejected offer. These were said to cover such posts as publicists, mail clerks, news editors, film editors, program billers and music clearance workers. Network spokesmen said they are willing to sign contract to cover all workers (1,600 at NBC, 800 at ABC). Union officials reported they had suggested that the disputed areas of contract offer be submitted to arbitration but claimed the networks repudiated this recommendation.

Toll Tv, FCC Honorariums Targets of New House Bills

Rep. Alfred E. Santangelo (D-N. Y.) became latest of many congressmen to sponsor anti-toll tv legislation with introduction of bill (HR 12299) which would prohibit charging of fee to view tv in home. In introducing bill, Rep. Santangelo quoted from speech by Westinghouse Broadcasting Co. President Donald H. McGannon expressing fear for future of public service programming if pay tv is adopted.

Another bill (HR 12241), introduced by Rep. Donald E. Tewes (R-Wis.), would delete that provision of Communications Act permitting FCC commissioners to accept honorariums. Several other bills accomplishing same purpose have been introduced in both Houses since Legislative Oversight Subcommittee hearings on FCC. Both of latest measures referred to Commerce Committee.

'Silent Service' List Grows

California National Productions reports renewals for its *The Silent Service* tv film series (for which additional episodes have been produced) in 26 markets. Sales were to 14 advertisers and to 12 stations. Advertisers include: Joseph Schlitz Brewing Co. (WNBQ [TV] Chicago); F. & M. Schaefer Brewing Co. and Robert Burns Cigars (WBZ-TV Boston); Natural Gas Companies (KDKA-TV Pittsburgh); Society for Savings (WJW-TV Cleveland); O'Keefe Brewing Co. (WBEN-TV Buffalo and WCNY-TV Carthage, N. Y.); Lee Optical Co. (KENS-TV San Antonio and KRGV-TV Weslaco, Tex.); Schoenling Brewing Co. (WHIO-TV Dayton); Manufacturer's Light & Heat Co. (WTRF-TV Wheeling, W. Va.), and Pine State Creamery (WRAL-TV Durham, N. C.).

$4.95 Radio Good "Forever" Draws Better Business Scrutiny

Borg-Johnson Electronics Inc., New York, reported Friday to be meeting with National Better Business Bureau Inc. representatives looking toward some modification of claims for mail order radio featured in test radio-tv and newspaper campaign nationally. NBBB bulletin charged "many" advertising claims cited "are in conflict with known scientific facts about the performance of crystal radio sets" and said "their further promulgation is not in public interest."

Radio is small $4.95 set guaranteed "forever" which uses single germanium diode detector. It is advertised as "portable" that works without batteries or tubes, never wears out. Required earphone plug is advertised as attachment, "yours without a single penny's extra cost." NBBB also challenged statement: ". . . Instead of bulking up a radio with all sorts of expensive parts and tubes . . . scientists have actually condensed an entire radio powerplant into this one single part that is no bigger than a dime, that generates more power than 1,000 batteries. . . ." NBBB bulletin said germanium diode is simple detector, generates no power. Agency placing account is Lee Stockman Adv., N. Y.

AFA Plans Convention Workshops

Series of workshop sessions conducted by specialists in major advertising media will take place at Advertising Federation of America's annual convention in Dallas June 10, AFA President C. James Proud announced last week. Kevin Sweeney, president, Radio Advertising Bureau, and Norman Cash, president, Television Bureau of Advertising, will represent radio and television respectively.

TALK-IN EAVESDROP

"Tensest broadcast in our history," said WINS New York Friday following skid landing that morning at Idlewild (N. Y. International) Airport by an El Al (Israeli) turboprop airliner. When craft was 10 minutes out of New York, its "Mayday" signal to Idlewild tower was picked up by New York ham operator who relayed information to WINS that plane's nosewheel was bent and could not be lowered. Station could not send reporter to Idlewild in time so it did next best thing: moved announcer into newsroom, placed mike before shortwave set to pick up conversation between plane and N. Y. Fire Dept. officials in successful "10-minute talkdown" of plane.

PEOPLE

BEN ALCOCK, vice president and creative director, Cunningham & Walsh, N. Y., to Grey Adv., N. Y., as associate creative director.

CHARLES HOLDEN, production manager, live network programs, CBS-TV Hollywood, appointed production manager, CBS-TV network programs, N. Y., newly-created position, reporting to **ROBERT MILFORD,** general manager, CBS-TV network program department, N. Y.

TOM JOHNSTON, formerly vice president for public relations, Grant Adv., N. Y., joins Dancer-Fitzgerald-Sample, N. Y., as account executive.

EDMOND B. MAHER, formerly in sales at Hershey Chocolate Corp. and Nestle Co., to account executive, Donahue & Coe, N. Y.

MAX P. BROWN, office manager for 12 years of Consolidated Film Industries, Fort Lee, N. J., appointed office manager of National Telefilm Assoc., N. Y.

Henie Color Series Set

New series of 90-minute color film programs featuring iceskater Sonja Henie will go into production in July in Paris, spokesman for Miss Henie announced Friday, with Alan Neuman, producer of NBC-TV *Wide Wide World* leaving network to become production supervisor of Miss Henie's tv series. Shows will be variety programs with Miss Henie as star and hostess, performing before European landmark settings. New firm Topican Productions, Inc., will do series.

Agency Network Books Erwin

June quarterly meeting of Mutual Advertising Agency Network to be held June 27 and 28 at Bismarck Hotel in Chicago, will feature Tom Erwin as guest speaker. Mr. Erwin, advertising and merchandising consultant, will lead June 27 sessions on "Creative Work" and "Solicitation and Presentation Techniques."

On second MAAN convention day 18 member agencies will compete in eight basic categories for the MAAN annual awards. Heading panel judging competition will be Draper Daniels of Leo Burnett Co. and Jack Baxter of Earle Ludgin & Co.

Four Join NTA

Four account executives added to the national sales department of National Telefilm Assoc.'s broadcasting properties (WNTA-AM-FM Newark and KMSP-TV Minneapolis-St. Paul), are Norman Cissna, formerly with Meeker Co., station representative; Lionel Furst, assistant sales manager, Burke-Stuart Co.; Paul O'Brien, formerly with Rollins Bcstg. Co., and August Cavallaro, formerly with Adam Young Inc.

Consider the Family...

how it shares ideas, opinions, tastes.
Among people living together, attitudes become contagious; approval
or rejection an unconscious unanimous reaction.
Properly motivated, the family unit can adopt a favorable viewpoint,
will respond to a challenge attractively presented.

BARTELL FAMILY RADIO

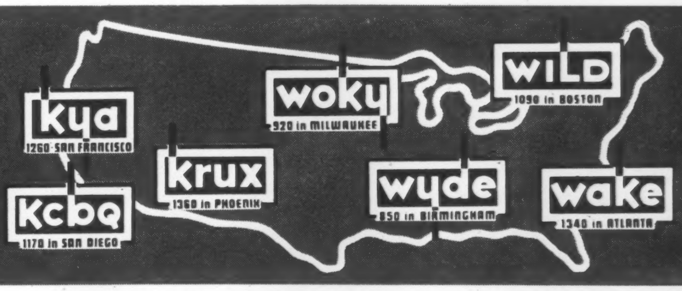
in the past ten years has developed a programing attuned to family participation, creating a companionable climate of unreserved acceptance . . . not by one age group alone, but by all members. Excessive program appeal to one or another of the family is a temptation which Bartell Family Radio avoids unrelentingly. A balanced programing

REACHES THEM ALL

and that's the ideal audience . . . for station loyalty . . . for maximum buyership.

BARTELL IT . . . AND SELL IT!

BARTELL
FAMILY
RADIO
COAST TO COAST


kya
1260 SAN FRANCISCO
kcbq
1170 in SAN DIEGO
krux
1360 in PHOENIX
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920 in MILWAUKEE
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WILD
1090 in BOSTON
wake
1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency

television's most celebrated series

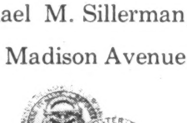
LASSIE

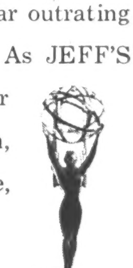
now available for the first time
to help you sell locally
. . . titled

JEFF'S COLLIE

©L.P.I. 1958

Honored in two successive seasons with the Emmy, and with the Peabody Award, its greatest fame is in the marketplace where it has attained a brilliant sales-producing record, far outrating all series placed in opposition on the networks. As JEFF'S COLLIE, it will do the same for you right in your own market. Wire or phone Michael M. Sillerman, Executive Vice-President, TPA, 488 Madison Avenue, New York City, Plaza 5-2100.


PEABODY AWARD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tpa

Television Programs of America, Inc. 488 Madison Ave. · New York 22 · PL 5-2100

JUDGMENT

No decision can be sounder than the facts on which it is based.

Your business is to decide when and where to buy. Ours is to help... by giving you the facts. Facts on markets, programming, ratings, competitive media... all so clearly and convincingly presented that you can act not only quickly but wisely.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

THE MIKE WALLACE INTERVIEW

It was a subdued Mike Wallace who asked the questions last Sunday night of theologian-critic Dr. Reinhold Niebuhr in the first of a series of half-hour programs produced in conjunction with The Fund for the Republic and concerning themselves with "Survival and Freedom in America." So subdued was Mr. Wallace that he bore a closer resemblance to the quiet and urbane Martin Agronsky of NBC-TV's *Look Here!* than to Tomas de Torquemada, whom he came near to emulating these past few years as proprietor of the hottest seat in "tv journalism." Also missing: the heavy cumulus of cigarette smoke, courtesy Philip Morris, that occasionally obscured both guests and issues.

Dr. Niebuhr, while one of the most gifted spokesmen for Protestantism today, also is a gyrating philosopher who can try his flock's attention. Vice president of Union Theological Seminary, now on leave to Princeton U.'s Institute for Advanced Studies, Rev. Niebuhr last week led off a procession of great minds who will make their appearance in weeks to come.

While a staunch supporter of Lutheranism and a critic of Catholicism ("it tries to enforce its standards on a society that may not accept them . . ."), Dr. Niebuhr deftly punctured the tired refrain ("Would you vote for a Catholic as president?") posed by Mr. Wallace by noting he had voted for Al Smith in 1928. According to Dr. Niebuhr: it is a "flagrant misconception" that Catholics in public office owe allegiance first to Rome, and that such action groups as the White Citizens Council are more apt to find support from the Protestant Church than the Catholic.

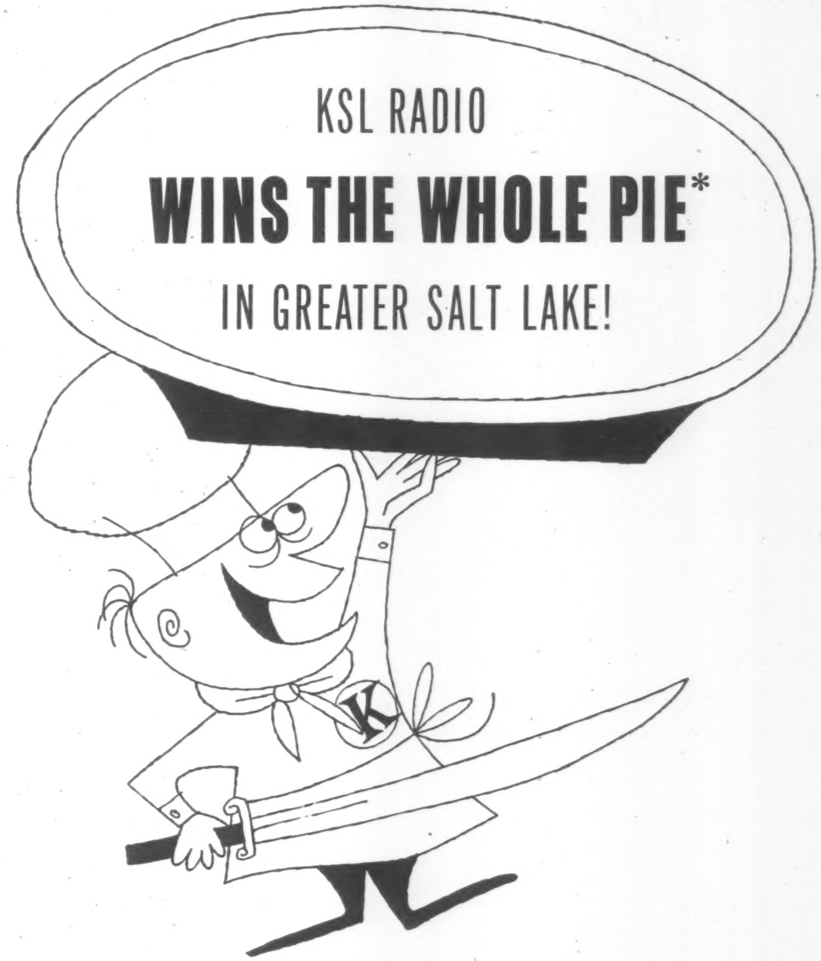
Other Niebuhrisms: anti-semitism persists because the "civic righteousness" of the Jews is not "fully understood," and because "the stereotype of . . . the Jew as a money-lender . . . obscures all facts." The "religious revival" both in Madison Square Garden and the White House "gives petty and trivial answers to grave and serious questions." The State Dept.'s "moral righteousness" is wasted on the wrong cause. The Russians may be atheistic, but the real devil is "their false god . . . of dialectics" that has turned the Soviets into fanatics, "and fanatics are far more dangerous than atheists." H-bomb testing should continue despite the protestations of such intellectuals as Bertrand Russell whom Dr. Niebuhr dismissed by quoting ex-leftist Prof. Sidney Hook of New York U.: "Achievement is no substitute for common sense."

Those viewers who had expected Mr. Wallace to dig beneath Dr. Niebuhr's secular skin for a "hot story" must have been sorely disappointed, for Mr. Wallace, fangs removed and radiating a respect for his guest that has sometimes been found wanting in the old *Mike Wallace Interview*, comported himself extremely well.

Production costs: Approximately $5,000.

Sustaining on ABC-TV, Sunday 10-10:30 p.m.

Produced jointly by ABC-TV, Newsmaker



***PULSE** 1958

KSL RADIO IS **FIRST** IN **EVERY** QUARTER HOUR MONDAY THRU FRIDAY

Big KSL Radio again proved that it's truly the "Big K". Not only big in power (50,000 watts reaching an 87 county market) but big in audience as well! KSL won the whole pie in Greater Salt Lake, winning a first in *every* rated quarter hour, Monday thru Friday, in the Greater Salt Lake 4-county survey! So put your clients on the station that is number one in *power* and *audience* — "The Big K".

KSL radio

50,000 WATTS
CBS for the Mountain West
Represented by CBS Radio Spot Sales

On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results–yes, including ratings, too–WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.

the liveliest station in town • **50,000 watts**

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RADIO NEW YORK CITY

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ALL THE YANKEE BALL GAMES PLAY-BY-PLAY EXCLUSIVELY ON WMGM
WMGM—The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
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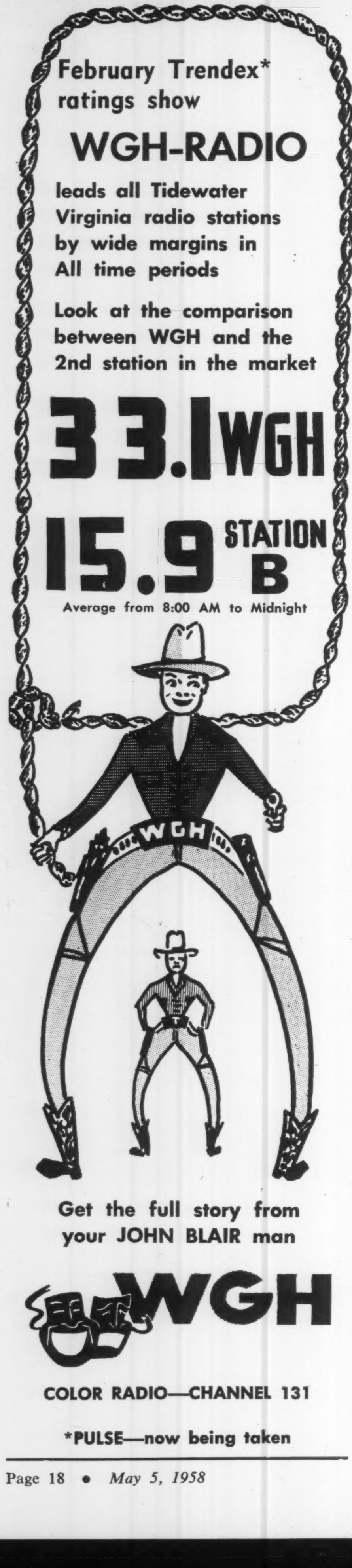
Represented Nationally by George P. Hollingbery Co.


February Trendex* ratings show
WGH-RADIO
leads all Tidewater Virginia radio stations by wide margins in All time periods
Look at the comparison between WGH and the 2nd station in the market
33.1 WGH
15.9 STATION B
Average from 8:00 AM to Midnight
Get the full story from your JOHN BLAIR man
WGH
COLOR RADIO—CHANNEL 131
*PULSE—now being taken

Productions Inc. and Fund for the Republic; executive producer: Ted Yates Jr.; director: Mickey Trenner; researcher: Al Ramrus.

HALLMARK HALL OF FAME

By this time there must be only a handful of people who haven't—in one way or another—been exposed to Frederick Knott's masterful suspense drama "Dial 'M' For Murder." Conceived originally as a teleplay for the BBC, Mr. Knott's tightly-woven tale of intrigue next popped up as a Broadway play starring the irrepressible Maurice Evans, later was processed as an Alfred Hitchcock film starring Grace Kelly and Ray Milland, and last completed its cycle by returning to tv, again with Mr. Evans playing the lead role of Tony Wendice, onetime tennis player turned foul ball.

Luckily for Mr. Knott, Hallmark Cards Inc.—one of the most benevolent sponsors in tv's short history—allowed the play to run itself out in 90 minutes; many another advertiser might have insisted it be done in 30. After all, tv once did *Macbeth* in a half-hour.

The *Hallmark* version also marked repeat performances for Anthony Dawson, the hired would-be killer, and for John Williams, as the dry-witted and oft-sardonic Scotland Yard inspector who inevitably traps Mr. Wendice. Rosemary Harris shone beautifully as the potential victim of Mr. Wendice's bizarre plot.

Unfortunately, Mr. Evans, as he's wont to do from time to time, went completely overboard in his characterization of Tony Wendice; true, he created the part on Broadway, but perhaps there his penchant for Shavian histrionics didn't obscure the fact that Wendice was supposed to be a cold-blooded killer. Maybe it's that little red light on the camera. . . .

Production costs: Approximately $150,000.

Sponsored by Hallmark Cards Inc. through Foote, Cone & Belding on NBC-TV, Fri. April 25, 9:30-11 p.m.

Executive producer: Mildred Freed Alberg; a Milberg Production produced and directed by George Schaefer, written and adapted by Frederick Knott; costumes: Noel Taylor; scenery: Robert Whightman.

Cast: Maurice Evans, Rosemay Harris, John Williams, Anthony Dawson, William Windom, Felix Deebank and Richard Bowler.

SEEN AND HEARD

After an inauspicious start on NBC-TV earlier this season, U. S. Time Corp. and its agency, Peck Adv., moved the *Timex All-Star Jazz Show* to CBS-TV. While network facilities have little to do with improving the quality of transmission, it was a far more acceptable show—principally because M. C. Garry Moore impressed the viewer as liking jazz, period. (Steve Allen, on the other hand, seemed to have made a federal case out of his affection for jazz during Timex No. 1). Also, there was considerably less stress placed on the brassiness and din of the big band and more emphasis on the artistry of the individual—Gerry Mulligan, George Shearing, Jack Teagarden, *et al.*

Somehow, Ernest Hemingway's people don't *talk* the same staccato idiom on tv as they do in his books. No matter, they still *behave* like Hemingway people. Last Wednesday, some of the people came very much alive as David Susskind's Talent Assoc. brought Hemingway's short story "Fifty Grand" to tv. It was a striking production. Ralph Meeker, as the bitter, emaciated champion who bets $50,000 on his opponent so that he can retire with a little nest-egg, turned in an empathetic performance. He was ably supported by a well-picked cast. Especially outstanding: the actual fight sequences which were put over with eclat.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

May 13 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

May 5-9, 12-14, (3-4 p.m.) *Matinee Theatre,* participating sponsors.

May 5, 12 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

May 6 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

May 7, 14 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

May 8 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

May 10 (8-9 p.m.) *Perry Como Show,* participating sponsors.

May 10 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco through BBDO and Toni through North Adv.

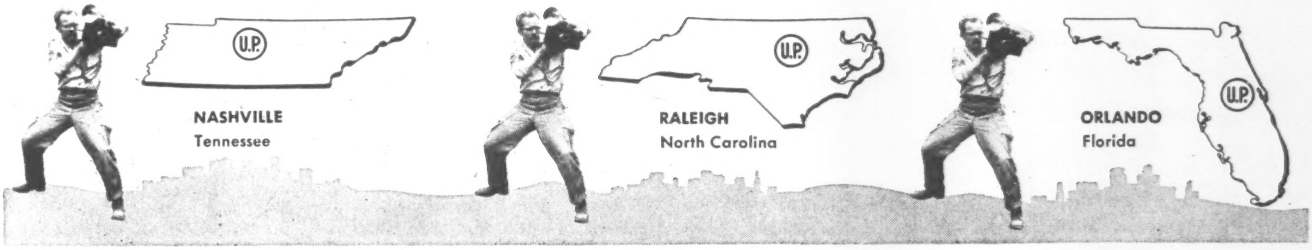
May 11 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

May 11 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby, U. S. Time Corp. through Peck Adv. and Greyhound Corp. through Grey Adv.

May 11 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

May 13 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* Liggett & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

THREE
MORE
U.P.
NEWSPICTURE
BUREAUS
IN THE
SOUTH



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United Press has opened three more newspicture bureaus in the South.

The U.P. is expanding steadily to meet the needs of a growing number of newspicture clients, more than doubled in six years.

1 United Press

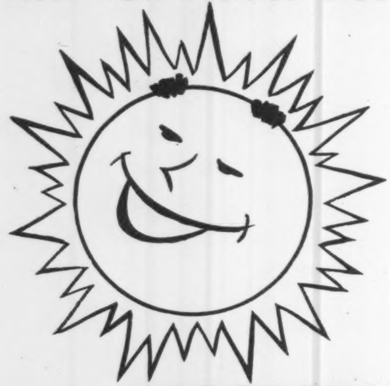
U.P. PICTURES TELL THE STORY

MEDIC We have said of MEDIC: ''No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content." According to the stations which have already bought MEDIC, we need say no more. These include the Storer Group, Westinghouse's WJZ-TV in Baltimore, WABD in New York, WTTG in Washington, KTLA in Los Angeles, WGN-TV in Chicago and KRON-TV in San Francisco. From their point of view, MEDIC speaks for itself.

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

The Sun Never Sets



on WSUN
St. Petersburg, Florida
620 kc.

NOW
24
HOURS A DAY

The Only Station
Covering
ALL
WEST
& CENTRAL
FLORIDA
ALL THE TIME

Represented Nationally by...
Venard, Rintoul & McConnell
Southeastern: James S. Ayers

Hodges Revisited

EDITOR:

It's time to hear from Adam Young, Harold Krelstein, Todd Storz, or Gordon McLendon on the Hodges article [MONDAY MEMO, April 14]. Too many 'Johnny come lately experts' think that all top 40 music is rock and roll, and they're garbling the term formula radio.

WMAX has been on formula radio less than one year . . . rock and roll occupies less than 15% of our schedule but we would turn in our license rather than give it up.

For 25 years the soap operas have been written to appeal to 12-year mentalities. No one can deny that the soapers have been highly successful in selling everything from detergents to corn plasters. The public now prefers music to *Ma Perkins* and *Our Gal Sunday*. This is a healthy condition regardless of whether they prefer Crosby, Como, Boone, or Presley.

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

EDITOR:

May I shake hands and say "congratulations" to Ernest J. Hodges?

Dorothy Bray
President
KFMU (FM) Los Angeles

EDITOR:

REQUEST PERMISSION TO DISTRIBUTE REPRINTS OF ERNEST HODGES' PIECE.

ROBERT W. FRUDEGER
PRESIDENT
WIRL PEORIA, ILL.

EDITOR:

I read with open-mouthed amazement the statement [OPEN MIKE, April 28] by someone who asked that his or her name be withheld, who asked what a disc jockey was and then proceeded to make the most asinine statement that I've ever heard. The writer said that all one needed to be a d.j. was a supply of free records and a music-industry journal.

To begin with, there is a vast difference between an announcer with a stack of records and a trade paper and a disc jockey.

It is just such thinking as is set forth in that writer's letter that has hurt our profession. Being a disc jockey is just as much a profession as being a doctor, lawyer or engineer. The real disc jockey is more than just a player of records, he is an important member of the entertainment world. He must have ready wit, be well versed in current happenings and, in spite of the statement to the contrary, he must have an extensive background in music.

Bill Stell
South Hill, Va.

Another Fm Success

EDITOR:

After reading the letter from Dan Solo, KAFE-FM Oakland, Calif. [OPEN MIKE, March 24], we at KSFR (FM) certainly want to add a loud amen by way of letting the rest of the nation know of the tremendous interest in fm here in the Bay Area. KSFR took to the air March 11 after nine months of careful planning by Alan Levitt, owner-manager. We went on the air in the black with ten local advertisers and have added five new accounts since then. What's more, we are getting results for them.

Reg Roos
Sales Manager
KSFR (FM) San Francisco

AAAA Rates Study A-1

EDITOR:

That was a remarkable thing for BROADCASTING to do: to retain Pulse Inc. for the special survey in your April 28 issue. The findings [about the public's concept of advertising] are a substantial contribution to the industry, and advertising people should be grateful to you.

I only wish that we had known about the survey in advance so that it might have been featured in some way in connection with Claude Robinson's presentation at our annual meeting.

Frederic R. Gamble
President
AAAA, New York

Three Weeks Before

EDITOR:

I would like to correct your article, concerning WTMJ-TV's April 9-12 coverage of a curling match. [PROGRAMS & PROMOTIONS, April 21]. Although televising a championship match must have been very exciting, it wasn't the first coverage of the ancient winter sport by a station in the U. S. WKAR-TV East Lansing was privileged to televise a curling match between the Lansing and Detroit Curling Clubs, from Michigan State U.'s Ice Arena, on March 18, 1958.

Charles S. Ruffing
Program Director
WKAR-TV East Lansing, Mich.

Others in the Courtroom

EDITOR:

I read with some surprise the account of the coverage of the first degree murder trial of Tex Varner in Jefferson City by KOMU-TV Columbia, Mo. [STATIONS, April 14.] KRCG-TV was also on hand at the trial and, as a matter of easily confirmed fact, had sounded Judge Blair out on the possibility of filming courtroom proceedings some three weeks before [KOMU-TV] discussed the matter with the Judge. Also, the news director for KWOS in Jefferson City, Bob Tibbitts, covered the trial, another point overlooked in the article. As for film, KRCG-TV was set up on the same balcony from which KOMU operated, and we also recorded such momentous events as the embrace between Varner and his wife.

Dave Snyder
News Director
KRCG-TV Jefferson City, Mo.

[EDITOR'S NOTE: Our April 14 story was based on information given us by KOMU-TV. Unfortunately, it was the only station that advised us of this important gain for broadcasting courtroom access.]

First to buy Paramount...

all 700 Feature Films...

KETV, Omaha's Leading Movie Station*

- 40-plus Bob Hope and/or Bing Crosby Pictures, including "The Road" Pictures.
- Jack Benny
- Cecil B. DeMille
- Shirley Temple Hits

Paramount Pictures

- For Whom The Bell Tolls
- Lost Weekend
- Wake Island
- To Each His Own
- and hundreds of others.

*Feb. '58 ARB gives leadership to KETV's 9:35 PM Movie Masterpiece. 21.0 average rating all week. Omaha's highest-rated movies, including Warner's, RKO, Columbia, Selznick, and United Artists.

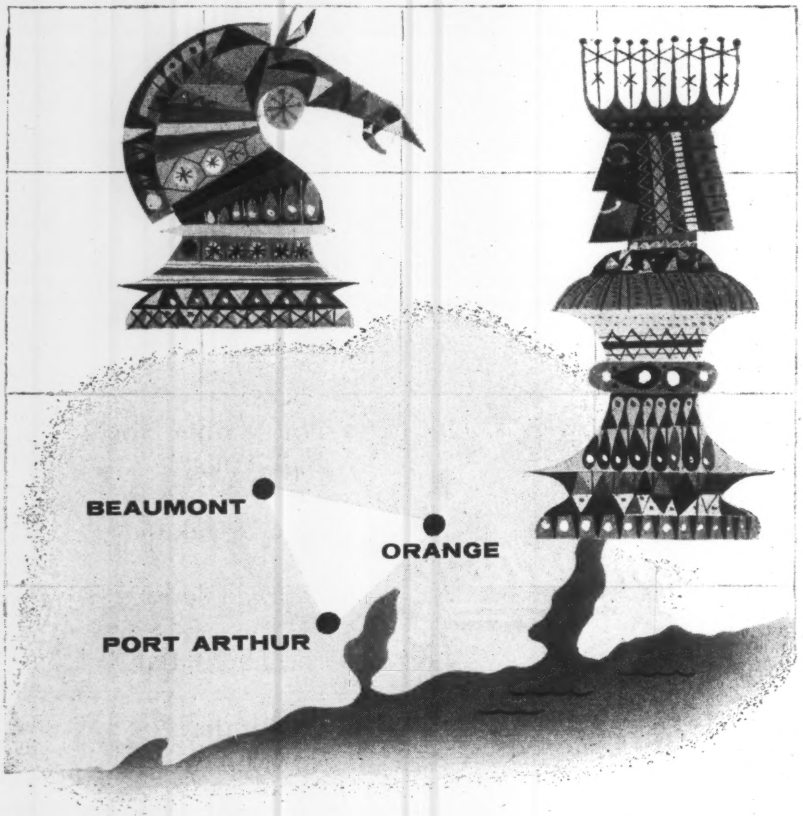
Leadership Guaranteed

KETV didn't buy the Paramount package to gain leadership—KETV already has leadership. But now KETV's movie lead is guaranteed for years to come!

Contact H-R at once for remaining availabilities.

KETV channel 7 basic abc

OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.



Smartest move in Texas is to use the only facility covering the Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people.

KFDM Beaumont Radio & TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ Enclosed ☐ Bill

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Please send to home address — —

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TELECASTING

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*Reg. U. S. Patent Office

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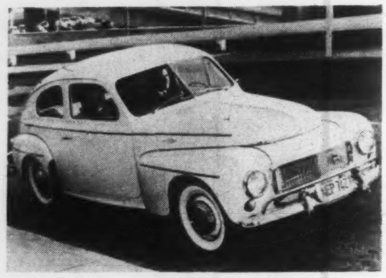
WOR-RADIO DELIVERS MORE ADULT LISTENERS PER RATING POINT THAN ANY OTHER NEW YORK STATION*

In fact, 93.3% of all WOR listeners are adults —the prime sales target in America's #1 market.

WOR-RADIO 710 **fm 98.7**
A Division of
RKO

*PULSE Audience Composition, Winter 1958.

CASE HISTORY: AUTOMOBILES



Volvo . . . On the Go . . . Thanks to KBIG RADIO!

HERE'S VOLVO... that speedy, comfortable example of superb Swedish engineering reaching for the Number One position in foreign car sales in the huge Southern California market.

WHO WOULD HAVE DREAMED that an auto relatively unknown less than a year ago would be bought by so many Southern Californians in so short a time! Kent Goodman, President of Advertising Agencies Inc. who has been at the helm of Volvo's campaign since the car's introduction to the U.S., writes:

"RADIO — and for that matter KBIG radio — has played a large part in Volvo's success. KBIG's signal is perfect for covering dealers in San Diego and San Bernardino, as well as the giant Los Angeles-Orange County market. To put it another way, wherever your station hits, we have a dealer. KBIG gives us coverage that counts."

GOODMAN HAS USED OVER 1000 SPOTS for Volvo since mid-1957.

If ***you're*** looking for coverage that counts in added sales, contact your KBIG or Weed man for more case histories. Remember . . . KBIG is your ***All-Southern California*** radio station.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to August Christopher Meyer

Colleagues and critics alike ascribe to Augie Meyer the tenacity of a bulldog and the sagacity of a successful country lawyer.

Some friends also see in him the incarnation of Clarence Budington Kelland's "Scattergood Baines."

Mr. Meyer personifies a diffident, small town businessman, but that's a facade. Actually he's a man with a mission.

The mission is to make his hometown a bigger and better place. And the second part of the goal is, to Mr. Meyer, more important than the first.

But a man with a mission can't move mountains unless he has a fulcrum. Mr. Meyer's is ch. 3 WCIA (TV) Champaign-Urbana, Ill.

WCIA was conceived as an area station when the vhf channel was assigned by the FCC to the mid-Illinois market of Champaign and Urbana.

The roots of August Christopher Meyer in that area go back more than 30 years to when the one-time farm boy came to study law at the U. of Illinois. He won not only a law degree, but also his wife, the former Clara Rocke, whose home was Champaign. The pull of the college town and of the surrounding countryside (considered one of the nation's richest agricultural regions) kept him there. He never did go back to his Southern Illinois birthplace, Brookport, where he was born Oct. 28, 1900, or to his job as principal of that city's high school.

There's another thing about Mr. Meyer. He's deceptively low pressure. Yet, when he was graduated from Southern Illinois Normal School in 1920 his first job was as principal of his native town's high school. And, at the same time, he worked in the local bank, rising to cashier; was a partner in a local insurance company; a half-owner of a candy business, and part owner of a weekly newspaper.

After receiving his law degree in 1928, Mr. Meyer opened a law office in Champaign. Today, in association with James L. Capel Sr., the firm of Meyer & Capel is one of the busiest and most prosperous in the community.

During his "lawyering" days, Mr. Meyer was intensely active in civic affairs. He served as president of Champaign's Burnham Hospital. He directed negotiations which resulted in the establishment of a joint state-federal airport serving the Champaign-Urbana area. He was a principal in the reorganization of the privately-owned Trevette-Mattis Bank into a publicly held institution, and has remained chairman of the executive committee.

Through his majority ownership (with Mrs. Meyer) of WCIA, he has kept his fingers in almost everything going on in the interurbia that is Central Illinois. The station covers not only its home communities, but also Danville, Bloomington, Springfield and Decatur, all in Illinois, and also Lafayette and environs in Indiana. Through minority newspaper ownership, it is allied with WDWS Champaign and WSOY-AM-FM Decatur.

Its alert and busy news and film department is keyed to area coverage. The four-man news staff traveled over 20,000 miles last year.

WCIA was the target for several deintermixture petitions by uhf stations in Springfield and Decatur last year, but the FCC upheld the vhf assignment last March.

Mr. Meyer may be folksy, but he's also a hard-headed businessman. He boasts that WCIA ranks No. 9 in the country in the number of national and regional spot accounts. It has been in the black almost from the day it began sending its signals to the 2 million people in its market.

The station has the distinction of forming its own market—all due to its widespread coverage. This market is No. 45 in the U. S., according to CBS.

Starting with 22 employes, WCIA now has a staff of 80, housed in three buildings. It is planning a brand new tv center on 35 acres of land owned outside Champaign. The station operates under an executive committee which includes the chiefs of programming, production, sales and engineering. Mrs. Meyer is active in programming. Mr. Meyer presides benignly over this group—but *ex officio.*

Mr. Meyer has civic hopes which include the establishment of a foundation to more firmly cement the Central Illinois area into one homogeneous cultural and business community (after all, Mr. Meyer muses, it is the only major market between Chicago in the north and St. Louis in the south). A long range ideal is to move the capital of Illinois from Springfield to Champaign.

The Meyers have one son, August C. Jr., a Harvard junior, publisher of the student newspaper, the *Harvard Times.* He expects to enter law.

The philosophy that Mr. Meyer has followed is epitomized in a desk-top motto: "Always tell the truth, but don't always be telling it."

IN THE PUBLIC SERVICE OF GREATER DETROIT*

WKMH IS "BIG BROTHER"

BOYS
WKMH
WKMH BCD

to "Radio Station BCD"...
run just for fun by the

BOYS' CLUB OF DETROIT

"This is Radio Station BCD, Detroit, an affiliate of the BCA network." You've probably never heard this particular station break. It's broadcast on a closed circuit only thru the Boy's Club Building in Detroit. The "station" is run just for fun by teen-agers. It was set up with the help of WKMH personnel. Detroit favorite Robin Seymour trained the disc jockeys. Engineer Don Oswalt built the turntable. WKMH record librarian Maxine Walthour gives professional advice, and her husband is a Boy's Club staff member. It is just one more example of the active role played by WKMH in worthy civic activities.

**Twelfth in a series of ads showing how WKMH serves the Michigan public in Greater Detroit*

WKMH
DEARBORN DETROIT
RADIO HUB OF THE MOTOR CITY
John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.
Represented by HEADLEY REED

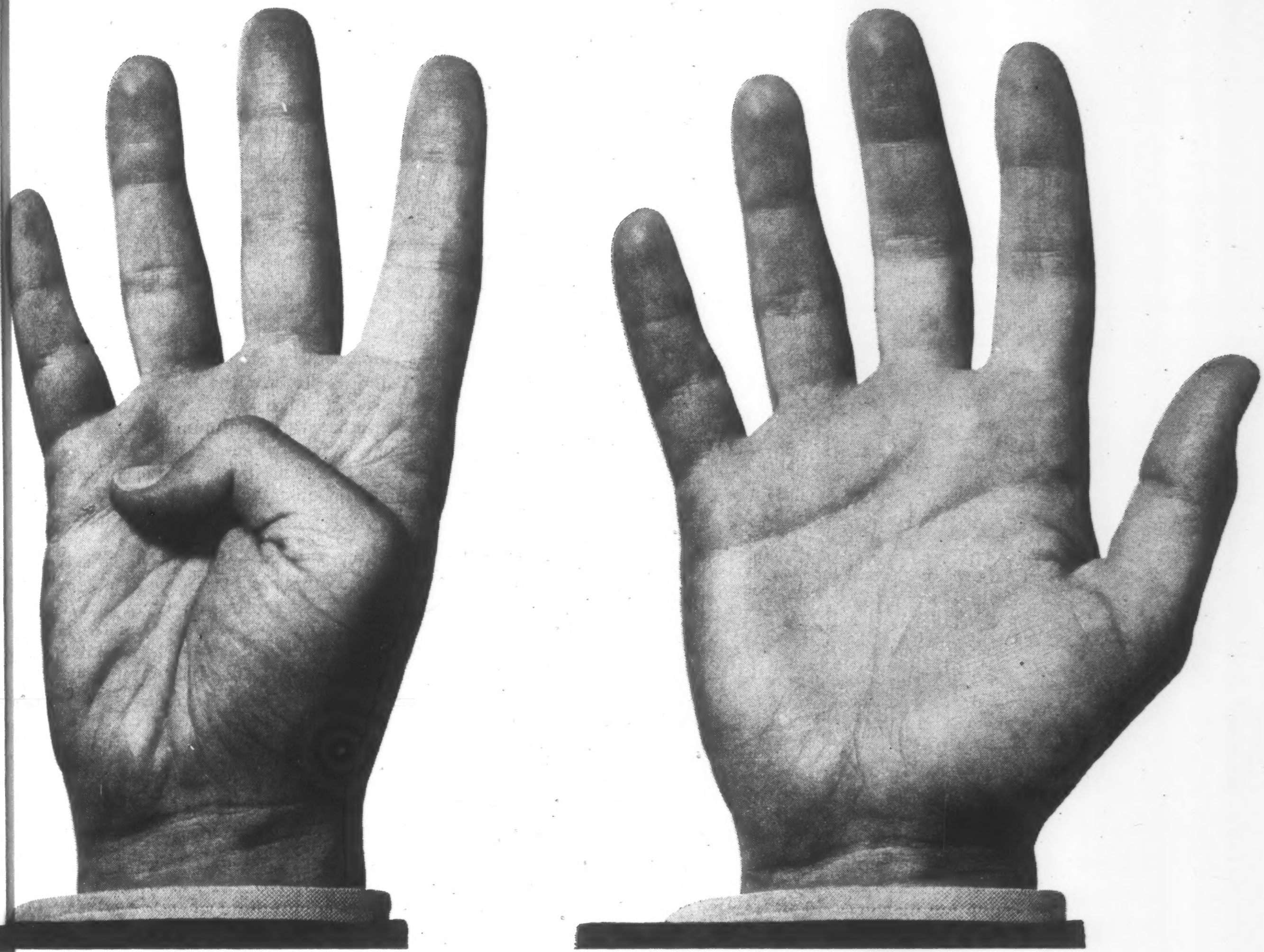
NETWORK TV ADVERTISERS...LET US PROVE THAT

Spot TV can double...t even quintuple your k

Special Nielsen analyses just completed for NBC Spot Sales show that when Network TV advertisers add low-cost Spot TV to their network television programs, they can quickly reach twice, three times, four times, or even five times the number of different homes they now reach in key markets.

Spot TV can do a job like that for you, too!

Let NBC Spot Sales—at no cost to you—order a Nielsen analysis to prove it. For this study, simply choose the Spot TV schedule best suited to your selling needs. You'll receive the results showing unduplicated-audience totals for your network program alone and unduplicated-audience totals for your network program *plus* your spot schedule.

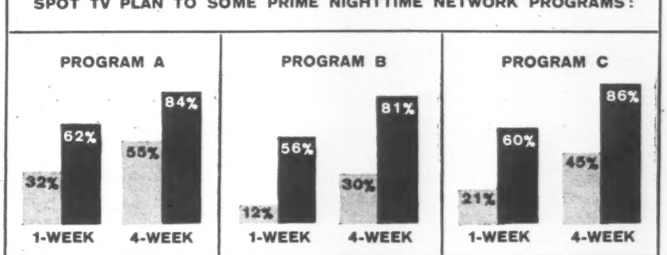


triple...quadruple or key market audiences

Note: A phone call to NBC Spot Sales starts immediate action on a special Nielsen analysis for you. At present, these studies can be made for the New York, Chicago and Los Angeles markets. No cost for the study... no obligation to buy the Spot schedule.

NBC SPOT SALES

HERE'S HOW THE SIZE OF UNDUPLICATED NEW YORK AUDIENCES* MULTIPLIES WHEN YOU ADD WRCA-TV'S POPULAR LOW COST 14/50 SPOT TV PLAN TO SOME PRIME NIGHTTIME NETWORK PROGRAMS:



▨ Cumulative audience delivered by network program

■ Cumulative audience delivered by network + 14/50 Spot TV Plan

*Percent of total television homes. Source: NSI, New York, December 1957

IN PUBLIC INTEREST

CD DAY • WFPA Fort Payne, Ala., collected $800 for the De Kalb County Civil Defense Unit April 4. WFPA president George Gothberg emceed the continuous entertainment which included bands, singing groups and an auction sale of merchandise donated by local merchants. Broadcast activity concluded with the crowning of "Miss Civil Defense" at a dance in a local auditorium.

KID CONTEST • KYW-TV Cleveland raised $1,192 for the Cleveland Society for Crippled Children during an eight-week hunt for Northern Ohio's "Kutest Kiddie." Three judges selected the six-year-old winner from more than 12,000 snapshots which were entered with minimum 10-cent contributions. The winner received a color tv set and an official title, "The KYW Kid." Prizes for 74 other youngsters ranged from portable tv sets to free diaper service.

COMMENDATION • WAKE Atlanta has received a certificate of appreciation from the Veterans Administration in recognition of outstanding service to veterans. The award was presented at a ceremony to Morton J. Wagner, executive vice president of Bartell Family Radio.

REPRIEVE WON • KACE Riverside, Calif., presented three documentaries on the case of a Barstow, Calif., man who was to be executed in San Quentin's gas chamber. Since the man's conviction in 1956, 12 witnesses have placed him 130 miles away from the scene of the San Fernando liquor store where the owner was killed. The station's documentaries were followed by publicity on tv. Gov. Goodwin J. Knight postponed execution for four months in order to study the case, including the KACE documentaries.

PROFESSIONAL STUDY • James D. Shouse, chairman of the board of the Crosley Broadcasting Corp., Cincinnati, working with Oris Hamilton, safety director of the City of Cincinnati, and Judge Benjamin S. Schwartz, Juvenile Div., Hamilton County Court of Common Pleas, has offered to underwrite an objective study of juvenile delinquency problems, especially as they concern Cincinnati and the services of the Juvenile Court. Within a few weeks Professor Richard Clendenen, currently on the faculty at Ohio State U., will arrive in Cincinnati with a staff to survey the local problem. His recommendations will be offered to the community through official agencies and news media.

PROGRAM PRAISED • WPIX (TV) New York received a commendation from the New Jersey state assembly for the station's hour-long presentation April 1 of *The Russian Revolution*. Congratulations came in the form of a resolution which was proposed by Democratic Assemblyman Maurice V. Bradym citing the station and General Manager Fred M. Thrower for "presenting this timely story which helped to provide an understanding of the events that led to the present enslavery of the Russian people."

KDKA — Radio
audience increases
in the heart of Pittsburgh...
now leads in 409 out of 496
quarter hours . . . name
your survey.

As always, KDKA reaches
and sells the growing suburbs
as no other medium can.

KDKA 1020 RADIO PITTSBURGH
50,000 WATTS • CLEAR CHANNEL • Represented by PGW

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

DAWN'S EARLY LIGHT: Following is one of a series of photographs of Washington by Fred Maroon. Commissioned by **WTOP Television** at Broadcast House, Washington, D. C., an affiliate of the CBS Television Network. Operated by The Washington Post Broadcast Division. Represented by CBS Television Spot Sales.

DAWN'S EARLY LIGHT: One of a series of photographs of Washington by Fred Maroon. Commissioned by **WTOP Television** at Broadcast House, Washington, D. C., an affiliate of the CBS Television Network. Operated by The Washington Post Broadcast Division. Represented by CBS Television Spot Sales.

On the site selected by Major L'Enfant near the center of his plan for the new Federal City, the Capitol of the United States was first designed by Dr. William Thornton. Its cornerstone was laid by President Washington. Under a succession of distinguished architects, it has been altered and enlarged through the years to meet the needs of a growing country and changing conditions. Its present cast iron dome was completed near the end of the Civil War. Its library and ancillary buildings are the product of the last century. Thus the Capitol records in stone and iron and works of art, the story of our country's growth and the cultural, as well as economic, development of the American People. (Reprints of this series available on request.)

George Smith Carl Reese Phil McLean Joe King

. . . and some of the families who spent

$500,000...in one night!

One radio station alone brought 3000 people to a new home development in near-freezing weather during the overnight hours (8:00 PM through 5:30 AM). Two **WERE** personalities, Phil McLean and Carl Reese, had invited their audiences to a remote broadcast there.

Two things happened —

1. — King and Smith Realty salesmen sold 20 homes.
2. — Howard Marks Advertising, naturally, renewed King and Smith for their fourth year on **WERE.**

When **WERE** sells them . . . they **BUY!**

For whatever you call it . . ."sell". . ."persuasion". . . "confidence". . . call **WERE** —

Radio
1300

WERE

CLEVELAND

RICHARD M. KLAUS, *Vice President & General Manager* *represented by:* **VENARD, RINTOUL & McCONNELL, INC.**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 18 MAY 5, 1958

TIME TO TAKE RISKS OF GROWING UP

- **CBS's Stanton: national danger if radio-tv fail to inform**
- **M-E's Harper: broadcasting is more than a movie house**
- **FCC's Doerfer: more regulation if editorializing duty avoided**

Broadcasters were told last week that the time has come for them to act like the leaders they ought to be.

This admonition came from top figures of three vital areas of broadcasting, speaking consecutively at the NAB convention.

A network president said it. The president of the No. 1 radio and television advertising agency said it. The chairman of the FCC said it.

They were talking about different specifics and they said it in different ways, but the message of all three was that radio and television are mature media with responsibilities far beyond mere entertainment and diversion.

Frank Stanton, CBS president and winner of the NAB 1958 Keynote Award, warned that in today's space age broadcasting must above all keep America informed—in order that it may remain safe.

Marion Harper Jr., president of McCann-Erickson, made clear that broadcasting is more than a movie house—with an obligation to use all its resources for "the total betterment" of all Americans.

John C. Doerfer, FCC chairman, took broadcasters to task for failure to use adequately the right they won 10 years ago to editorialize—to expose the public to a wider expression of differing views on questions of local, regional, national and international importance.

What are the alternatives if broadcasting fails to meet these obligations?

Dr. Stanton: The danger of "a Pearl Harbor of ICBM proportions."

Mr. Harper: Dereliction, by broadcasters, of "a major role" in meeting what is "perhaps the gravest combination of domestic and international challenge" in U. S. history.

Mr. Doerfer: The likelihood that, if it appears broadcasters are just out to make money, government "will eventually either impose stricter regulations or may even make a move for outright reentry."

Reports of their speeches begin next page:

ADMAN HARPER

STANTON ACCEPTS KEYNOTE AWARD FROM FELLOWS

CHMN. DOERFER

Survival hinges on ability to inform public—Stanton

In two major addresses last week, Frank Stanton, CBS president, warned that the survival of America depends upon the skill and completeness with which journalism functions.

On Monday Dr. Stanton told the NAB convention that the greatest challenge facing broadcasting is to keep America informed in the age of space so "there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

At the NAB, Dr. Stanton received the 1958 Keynote Award.

On Friday Dr. Stanton amplified his theme in an address at the U. of Missouri where he received the school's Honor Award for Distinguished Service in Journalism. And he went beyond it to describe how journalism—in print and on the air—shapes public opinion by reporting the facts on which opinion can be based.

The importance of journalism in the space age is a theme which has occupied Dr. Stanton ever since the launching of the first sputnik.

At the convention of the Radio-Television News Directors Assn. in Miami last November (at which he won a special award for leadership in journalism), Dr. Stanton said that it was a stroke of good fortune for America that electronic journalism came of age on the eve of the Space Age [NETWORKS, Nov. 18, 1957].

DR. STANTON PRESENTS CHALLENGE OF SPACE AGE

Last week Dr. Stanton repeated it to the NAB. "For the first time in a climate of events demanding that decisions be made by the people wisely and quickly, the evidence upon which they must make their decision is available to virtually every home," Dr. Stanton told the broadcasters.

Alone among media, Dr. Stanton said, broadcasting can reach all the people at any time. "In a democracy which grinds to a halt without an informed people, this is a profoundly serious responsibility that has been placed on us."

The duty confronting broadcasters, he said, is "to get before the American people a continuing report of what is going on both here and abroad; we must exert ourselves as never before to report with thoroughness and clarity, and we must make absolutely sure that we do the job so well that there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

An even tougher job for broadcasting is to report the international economic conflict between Russia and the West, Dr. Stanton said. Yet broadcasting must do the job, for the U. S. can be effective in "counterattacks . . . on the economic battlefield" only if Americans understand international economic problems.

Broadcasting, said Dr. Stanton, must move on "four fronts" to meet the challenge of the space age:

"First, we must resist with vigor and unity of purpose all shortsighted efforts, however well intended, to weaken the basic structure of broadcasting. Sound practices and economic health are the minimum essentials of getting the job done.

"Second, we must ourselves take a fresh look at the 'public interest, convenience and necessity,' never forgetting that without devotion to this basic element of our charter, we can become just another industry.

"Third, we must broaden our concept of what constitutes an adequate news service. By this, I do not mean adequate in quantity alone. I mean a program service fresh, imaginative, provocative and arresting in quality.

"Fourth, we must join the rest of the press in the fight for the right to get information and, without harassment, to report it."

Broadcasting, he said, is no longer "merely an extension of other informational media.

"We have had leadership thrust upon us —whatever the risks, whatever the harassments, whatever the discouragements. The survival of our freedom as an industry—as well as that of all of us as a people—may well depend upon how we exercise it."

CONDENSED TEXT— U. OF MISSOURI SPEECH

We are at one of those pivotal points in American journalism where its basic role is undergoing a tremendous change: a change in opportunity, a change in responsibility, a change being visited upon us whether we like it or not.

If we are to cope successfully with this change, all of us need to go back to the root of the problem as Jefferson saw it: that you cannot have a government by the people unless the people are informed.

Today the people of this country are called upon to make decisions—and to make their decisions known and felt—fast and unmistakably. Moreover, each decision must be based on increasingly wide foundations of accurate, understandable information at the very time when the issues are far more complex and difficult to make both accurate and understandable.

Now I cannot see how journalism can have the ghost of a chance of contributing what is absolutely essential to this fundamental process, under fearfully accelerated conditions, unless it begins with a clear sense of its own destiny. Governments in democracies move in tandem with public opinion. Our constant goal must be to come to a better understanding of the relationship between journalism and public opinion —what the essential role of journalism is in the molding and ultimately the expression of public opinion.

This is a much larger order than it seems at first glance. Philosophers and political scientists for centuries have been trying to discover what molds public opinion, what influences it, what changes it.

Although the poll-takers have sought to dispel some of the mystery surrounding the subject they have thus far been able only to nibble at the fringes of the mystery. The physiology of public opinion remains still largely unknown, still an enigma. One of the most important findings of the pollsters over the last 20 years is that public attitudes are rarely changed by mere exhortation without all the facts to assure the reader or listener that he agrees, rather than that he is being pushed. The concept of mobilizing opinion by a campaign of hortatory slogans is fallacious. For all of us in the profession of journalism that point has vital significance, no matter what media we serve. It suggests that public opinion is crystallized or changed by the force of persuasion and argument only if, as a condition precedent, entirely different forces have first been at work. People generally resist being told what to do or think. They want to know all the facts and then make up their own minds about the merit of the opinions of others and of suggested courses of action.

DR. STANTON

This may well be the lesson we can draw from the Cincinnati experiment, conducted by the American Assn. for the United Nations and the United Nations Assn. of Cincinnati, aided by the Stephen H. Wilder Foundation. Their objective certainly represented an essential goal of a democratic people in a shrinking world: "To demonstrate how a community may become so intelligently informed on world affairs as to be a dynamic force in the creation of an ordered, eventually a peaceful world."

The campaign started in September 1947 —a period of relative serenity, with the United Nations heavily involved in procedural debates. Literature on the United Nations was given to every public school child and every teacher. Church and PTA meetings were devoted to the subject. At more than 225 meetings, special speakers appeared, documentary films were shown, and thousands of pamphlets were distributed. Newspapers and radio gave special emphasis every day to information about the United Nations. Everywhere in the city slogans urging support for the United Nations were exhibited in enormous numbers: on blotters, match-books, street car cards and billboards.

Yet this mammoth campaign descended upon the people of Cincinnati with all the impact of a whisper in a boiler factory.

On two central aspects of the United Nations—its main purpose and the existence of the veto power—almost exactly the same percentage of the population had knowledge after the six-month campaign as before it. The same percentage of people who praised the United Nations before the campaign praised it afterwards—and for the same things; so did an unchanged percentage blame it—and for the same things. The citizens of Cincinnati were just not susceptible of mobilization by exhortation alone, even of the most concentrated, disinterested and saturating kind.

I suspect that these results are not wholly surprising to you who are students of the history of American journalism, for you are aware of the immense gaps between the vigorous editorial support of some presidential candidates in our history and the popular vote at elections.

Opinion can never be mobilized in this country, unless there is first—and unless there continues to be—prompt, clear and arresting news of events. We can sense this all through our history; in the response to the British march on Concord, in the siege of Fort Sumter, in the attack on Pearl Harbor. The danger today is that, in the traditional working of democracy, we live at the mercy of a population capable of mobilization only after the impact of a disaster. Today, such a disaster may be so great and so swift that mobilization after the fact will be little more than the desperate wanderings of a few survivors among the wreckage.

I think, however, that we have hopeful and strong evidences that this will happen only if there is inadequacy in the constant flow of information to the people. Man-made disasters do not burst out of a vacuum. Lexington, Sumter, Pearl Harbor—all were culminations, not beginnings. The great event which marks the end of a chain reaction is explosive only because the lesser events leading up to it were inadequately known and hence imperfectly understood.

Even if the reporting of these lesser events cannot be counted a wholly new role for modern journalism, it must certainly be counted as a role wholly new in urgency and emphasis in this ICBM age.

That is the major job that faces journalism in America today. And we are not talking about our survival as a profession now. We are talking about any survival at all.

We can be comforted by evidence that prompt, thorough and good reporting does work. In the fall of 1956, every form of journalism in the United States—press, radio and television—reported fully and arrestingly on the Hungarian revolt.

Before this, a Roper survey of a cross section of American adults found that 72% of them opposed any immigration allowance beyond the fixed quota. After the revolt, but when the immediate emotional reaction was over, 72% were in favor of lifting the immigrant restriction.

Also, in the fall of 1956, despite the preoccupations of a presidential election, journalism in America in all media did a job of incisive effectiveness in reporting the Suez crisis. In a survey before Suez, less than a third of the people were unqualifiedly in support of a United Nations police force in troubled areas. After the Suez crisis, 57% of the American people, in a similar survey, were unqualifiedly in support of a United Nations police force—including its use of American soldiers.

In March 1957, when the $72 billion budget for 1958 was submitted to Congress, a survey showed 60% of the American people in favor of cutting it. After the dramatic job of reporting the flight of the sputniks, another survey showed 65% of the American people in favor of increasing the budget.

Now all these issues were the subject of arguments, orations and repeated exhortations for years. But information brought quickly, fully and well on events relating to the issues accomplished the mobilization of opinion that years of persuasion and argument failed even to start. I find this very heartening. To me it means that exhortation does not move without the facts.

This has an obvious bearing on the role of journalism in our time. It emphasizes the importance of better, faster, more informed people. The speed, clarity, accuracy and thoroughness with which we report events that inevitably shape public opinion constitute the very essence of our responsibility as journalists.

I do not mean to minimize the role of editorialization. It is of vital importance. But editorialization without the context of objective, factual reporting, is personal opinionating in a vacuum. Unless the people have confidence that they have all the facts without bias, they will tend to dismiss the editorialization. But if they are persuaded that the opinion is based on all the facts—facts which the journalist has first given to the people—then the editorial will be accepted as thoughtful and helpful guidance.

Each medium—the newspapers, radio, television—has its own individual capabilities.

Newspapers can present news in a great wealth of detail. The reader can peruse at length those things in which he is most interested, and ignore, or treat lightly with, the remainder. But in broadcasting the listener—or viewer—lacks this option of selectivity. In the electronic medium where time is the only dimension, the news must be presented sequentially. A further element is the inelastic nature of the dimension we call time. There are 60 minutes to the hour, 24 hours to the day. No matter how compelling the news may be, there simply is not enough time in a broadcast day to treat in detail the full panorama of news; not if we are to do the other jobs which we must do in order to make possible the fulfillment of our news functions. Completeness in the sense of detailed coverage, therefore, is one of the major advantages of the daily press and one of the technical limitations of broadcasting as a news medium.

On the other hand, radio and television brought an exciting new dimension to journalism. Ours is the strength of immediacy in reporting, often in transmitting the very event as it is happening. Combining sight, sound and action, television has brought the world into almost every American home, giving remote places reality and revealing the important figures of the world as both more and less than legendary names. Moreover, by their very natures, radio and television are the media that often first trigger the interest of people in new events, new personalities, new problems—sending them to the printed media for further and continual information.

In the decade or so that we have had television as a great new presence in journalism, we have organized ourselves to meet our job as reporters. This is not to say that we have arrived at any plateau of effectiveness or thoroughness that calls for no more effort or ingenuity. But we have joined the older media in fulfilling the reporting function so that a certain level of performance is expected of us. We are getting the major stories, and we are getting them to the people.

But we cannot be content to rest on our

AMPEX CORP. joined with Trans World Airlines to bring BROADCASTING subscribers their convention issues Sunday morning in time for the opening of the NAB convention. Checking on results of the mission (l to r): Neal K. McNaughten, manager of Ampex professional products division; TWA stewardesses Charlotte Dillon and Jean Holder, and Robert A. Miner, professional products marketing manager.

oars for we are still far from getting to where we ought to be. We must constantly remind ourselves, I think, that the role thrust upon journalism today requires a far graver view of our total responsibilities than that which any of our predecessors had to take. Democracy rests on public opinion, and democracy succeeds only to the extent that public opinion is intelligent, well informed, responsive. The facts of life in the world today make this need for an informed public far more urgent than ever before [and] put journalism on the threshhold of the toughest job it ever faced, with the most serious issues hanging on its success or failure.

For our ability to report swiftly and thoroughly the events of our time in a way to compel the attention, interest and understanding of tens of millions of people is essential to the very survival of democracy itself.

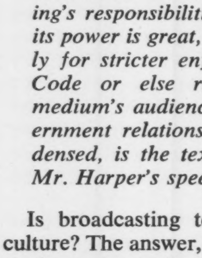
Radio-tv's function is more than entertainment—Harper

The head of the world's biggest radio-tv agency took a long look last week at broadcasting's potential for advancing "the total betterment of the American people"—and found it "immeasurable." Marion Harper Jr., president of McCann-Erickson, called upon radio and tv stations at the NAB convention's management luncheon last Tuesday to use their "special capabilities and resources" to help meet national challenges ranging from reversing the recession (see separate story) to raising educational and cultural levels. He warned that broadcasting's responsibilities are great because its power is great, and called specifically for stricter enforcement of the Tv Code or else risk damage to the medium's audience, business and government relations. Here, slightly condensed, is the text of that portion of Mr. Harper's speech.

Is broadcasting to redeem our national culture? The answer, of course, is that broadcasting cannot alone—but it can and must play a substantial part. I think you will often hear what amounts to "Let broadcasting do it."

And this is inherent in your media.

Suppose you had chosen outdoor advertising instead of broadcasting: you would then have been involved primarily with problems of advertising. If you had chosen newspapers, you would have added to advertising the complications of gathering and interpreting news. If magazines, you might have had these plus the coverage of your particular editorial field. When you chose broadcasting, you chose all these—and a lot more. Radio and television are also theatre, movie house, town meeting, lecture hall, and a parlor—not only for games but for meeting people from all walks of life—a parlor truly with a window on the world.



MR. HARPER

Each year you have fulfilled these capacities to a greater degree. But the story of broadcasting is this: The more you give, the more you are asked to give. And when you give more, you inevitably uplift and enlarge the tastes of viewers and listeners. It is an exciting thought that in radio, for example, you have contributed so much to the popularity of good music that we have stations in the country with program schedules that can attract audiences with virtually nothing else. And in television we can remind ourselves that stations, that today present Shakespeare, ballet, or talks with Arnold Toynbee or Robert Frost, not long ago depended mostly on wrestling or roller derbies.

Your contributions to journalism are such that we seldom see a Monday morning paper without a front-page or prominent story based on a Sunday television or radio interview with some national figure.

The networks, and many stations, present programs that have brought millions of people to pondering today's central issues.

What now seems indicated is broader local participation in the leadership activities of the networks, constant resourcefulness of stations in airing and clarifying local issues, and a sensitive response on the part of both networks and stations to the appetites of audiences for well presented informational shows.

The other area that poses the question of how far you should go is, of course, cultural and educational programming.

You are a mass medium of information today because you are primarily a mass medium of entertainment. And in winning audiences for popular entertainment, you have won audiences for cultural entertainment. Broadcasting has exposed more people to classics in drama, ballet and music than have ever read, heard, or seen them.

What of strictly educational programming?

I think the response to Professor Baxter's accredited course in Shakespeare here in Los Angeles and Professor Zulli's *Sunrise Semester* in New York was something of a surprise to many of us professionals. I think it is an exciting fact that thousands of New Yorkers roused themselves daily at 6:30 in order to attend a television class in comparative literature.

What would be wrong with a counterpart of *Sunrise Semester* on every station represented here? I am sure that every locality has a college or university within reach, that can supply some gifted teacher personality and a program of literature, history, language or mathematics—with benefits not only for viewers but for the station. Such a program can build deeply personal audience loyalty, more intimate participation

NO BUY WITHOUT SELL

Broadcasters can play "a major role" in reversing the general business slowdown by combining the Advertising Council's anti-recession campaign with harder selling of time and programs, Marion Harper Jr., president of McCann-Erickson, said last week.

Addressing the NAB convention (also see condensed text), he emphasized that business must adopt a "sell now" slogan before the Ad Council's "buy now" slogan can take effect with consumers. He continued:

"It seems to me that broadcasters can promote *selling now* by building the best possible case for vigorous use of your media this summer. Traditional summertime practices may well be reviewed to be sure that use of your media by individual advertisers is all that it should be in relation to their summertime market potential. Strong programs can dominate summertime schedules. Advantages gained this summer can help win a greater share-of-audience and greater share-of-market for next fall and winter."

Mr. Harper said the "more important" motive for energetic selling this summer is to help keep the recession from becoming a depression. "Advertising dollars that help speed prosperity will be returned many times over. So let us think a little harder, research a little harder, to find one more valid reason—or 10—why advertisers should buy now."

He urged stations to give full support to the Ad Council drive, which opened last week, not only as a matter of public service but for obvious reasons of self-interest."

"Your media," he continued, "have proved they can build sales—they can also build confidence in the country's future."

Mr. Harper said, "There is not a single major national need today which broadcasting cannot serve with some vital contribution." He acknowledged that radio and tv "are doing so already," but said "your potential for contributing to the country's progress is still, to a large degree, untapped."

Mr. Harper was principal speaker at the Tuesday management luncheon. A special feature was the appearance of David Hardacre, national co-winner of the 11th annual Voice of Democracy contest.

in the community, and copious publicity, as well.

Never has the country been more concerned with improving educational opportunities. The broadcasting media—among all mass media—can best help fulfill them.

With your unequalled access into people's lives, your potential over the years for serving our long-term national needs—for advancing the total betterment of the American people—is immeasurable. And this, I believe, is the heart of the matter.

With television and radio accounting for a larger share of household time than anything except sleep and work, people may properly ask: Is it time well spent? That is to say—you are asked not only to get people to spend time with you but to have them *benefit* by this time. Benefit by relaxation? Of course. But as media best able to mobilize a nation's awareness to its needs and challenges—you will be asked more and more, I believe, for the benefits of popular enlightenment.

You can take enormous pride in your media. Your franchise will require a jealous custody of radio's and television's capabilities, and an ever-increasing emphasis on your programming content. It should be a matter of pride that the networks and many of your stations place programming on the same level that, for example, the editors of *The New York Times* reserve for their editorial and news columns. If you are first and always a programming medium, you also will likely be a successful advertising medium.

It is also true that control of advertising presentation is basic to the success of your stations.

In the broadcasting codes you have carefully drafted criteria for good advertising practice. What is the record of their observance?

Let me limit my remarks to television. I could answer by saying that there is commendable observance by and large, and this is true. I could even recite a testimonial from the head of your monitoring operation. In quantitative terms, it would be perfectly correct: Nineteen out of 20 programs monitored last year avoided excessive advertising for their time periods. A seemingly negligible two per cent of station breaks went beyond code allowance. But a simple statement of these proportions can be misleading—for the effect of violations is far more serious. Crime makes more news than law observance.

Aside from length of commercials, the code contains many strictures that involve value judgments. For example, it states: "Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the message in harmony with the content and general tone of the program in which it appears."

This, of course, is the most difficult area. What may *not* be annoying or disturbing in some homes will be found offensive in others. Each of us can recall commercials which we regard as objectionable in one way or another—being yelled at by a pitchman playing doctor; by the use of repetition as an irritant and tension builder; by noisy discussions of sweat glands, or digestive tracts, during a dinner-time news show.

Again, if we stop to count up specific cases of taste violations, we find relatively few. And yet it is easy to understand how a small proportion can color people's attitudes. It would seem desirable to determine—on a continuing basis—what the threshold of irritation for your audiences actually is and take precautions accordingly.

The code's provision for self-discipline is certainly to be preferred to outside censorship. If the violations were more common, an industry czar might be indicated; but it would seem to me that strict enforcement of your present procedure should be adequate. Abuses are concentrated. Last year 75% of all violations were found on 15% of the monitored stations. Not only must the abuses of this minority be corrected but the remaining violations among all other stations. A 100% compliance is needed.

Offensive advertising in print media will usually produce little more than boredom. But the impact of broadcasting is so immediate that offenses provoke anger. Anger amplifies and exaggerates. Prejudice is created not only toward the particular advertising message but toward advertising in general. And there is harm to audience relations, business relations, and government relations.

Triple-spotting is an abuse of stations, while overlong commercials are clearly an abuse of advertisers and their agencies. But whoever is at fault, the broadcaster is responsible for his medium and for the observance of good broadcasting standards. It is your property which is being depreciated. The very advertisers who pressure you to accept offensive commercials not only discourage others from using your medium, but they themselves may not return to your stations—if abuses have had the effect of reducing audience and effectiveness.

To repeat, those who violate the code create damage far greater than the expedient advantages they may gain. A government official's emotional response to an abuse on the air—or his exposure to complaints in both his official and personal life—can be translated into harassing policies. Violations also create a climate to prejudice your representation in Washington—by such effective spokesmen as the Stantons, Sarnoffs and Goldensons. It seems to me that everything should be done to make their lives a little smoother.

Shirking of editorial duty invites regulation—Doerfer

FCC Chairman John C. Doerfer told broadcasters last week they were abdicating their responsibility to become an editorial force. Here is a condensation of his speech before the opening session of the NAB convention in Los Angeles:

Those of you who are searching in 1958 for a clue as to the future of this industry may ask yourselves this question; "Am I merely running a business, or am I helping to build a great new institution called broadcasting?"

If broadcasting is regarded solely as an opportunity to make money, the federal government which is constantly being reminded by your detractors of the temporary nature of your tenancy, will eventually either impose stricter regulations or may even make a move for outright re-entry.

CHMN. DOERFER

Despite the accomplishment of the broadcasters in furthering the art of entertainment and, to a limited extent, the presentation of news and discussion programs, the broadcasters have not yet approached their potential in developing the art of *commenting* on the news or local problems. They should. Having fought and won the battle for the right to editorialize, the broadcasters have failed to follow up this conquest—at least to the extent expected by the Commission.

Apparently, the shock of such an unexpected victory in 1948 has left the broadcasting industry too dazed to properly exploit the break-through. But 10 years is a long time to stand in stunned silence—especially when the press continues to appropriate this field unabated and virtually unchallenged by the only other effective medium of mass communication that exists.

Out of some 1,400 communities in this country within which a daily newspaper is published, less than 100 cities have competitive newspapers. And yet the broadcasting industry is slow to take advantage of these opportunities.

A recent survey indicates that only about 5% of the local radio stations editorialize on a daily basis and that about 35% do so on an occasional basis. The proffered reasons for their reluctance are the risks involved. Broadcasters are fearful of displeasing the sponsors, the listening public or public officials. But devoting a part of the newspaper to editorializing apparently has not affected adversely or to any material extent its circulation or advertising revenues. It is difficult to see why a good editorial program should drive away sponsors and audience. In fact, new and exciting programming should attract both.

Perhaps the biggest fear on the part of a broadcaster contemplating an editorial program is the possibility of reprisals by public officials. But upon examination this should prove groundless. Local authorities have no power over broadcasting. Threatened or attempted recriminations can be no more effective than against the local newspaper publisher. Federal Communications Commissioners have specifically and upon numerous occasions encouraged broadcasters to editorialize. (See the Editorializing Report, June 1949.) Even if there were a reversal in policy not only is the Commission specifically prohibited by Section 326 of the Communications Act from censoring or interfering with free speech, but the First Amendment of the Constitution ought to give ample assurance of a broadcaster's fundamental rights. The courts have always jealously guarded the rights of free speech. Congress could not, if it desired, curtail these rights of the broadcaster any more than it could the rights of the press. And, finally, the American people, steeped in these cherished traditions, would quickly resent any attempts to gag a broadcaster.

It is true that a broadcaster must exercise more care than a press editor. After all, the newspaper publisher need not seek the renewal of a license every three years. He may be hasty, careless, vindictive or callous to accepted standards of fairness. Not so a broadcaster. He must use reasonable care to be fair and has an affirmative obligation to ensure the presentation of conflicting views by responsible elements in a community. But is this bad? It may be an innovation in many American communities. It promises to be a refreshing experience for many people who have been the captive readers of some local newspapers.

I appreciate the difficulties of establishing and developing a technique of gathering news and presenting views free from criticism. But there is a wide gap between a carping critic and a revocation proceeding. With the legal safeguards and the expressed attitudes of various Federal Communications Commissioners, a broadcaster should no longer hesitate to develop an original technique of an expression of views and an independent organization for the gathering of news, expecially on a local level. It would be fruitless to develop broadcasting as a medum for the dissemination of information and discussion if the stations do little more than re-echo the local newspapers. What could be exciting as well as profitable would be for the broadcasters to meet the challenge of the local newspapers on all fronts—news, features, editorializing, and advertising.

You may well ask, "If the expression of diverse and antagonistic viewpoints is in the public interest, why, then, has the Commission granted licenses to persons who own or have substantial interests in newspapers?"

Well, aside from the fact that newspaper owners were among the pioneers who undertook to develop these new media at great financial risks, it should be noted that over 90% of the grants were made outside of comparative cases. In sales or uncontested cases, the Commission has little discretion. Out of 505 commercial television stations on the air, 124 are newspaper owned. It should be noted, though, that only nine out of the 124 were granted after comparative hearings. Of the balance of 115, 40% of the grants were the result of purchases and 60% were uncontested.

Nonetheless, there has been a constant drum of criticism against the Commission for making such grants. There have also been some Commissioners throughout the history of the agency who have opposed the licensing of stations to newspapers upon the ground that the "widest possible dissemination of information from diverse and antagonistic sources is essential to the public welfare."

Pressures are building up; they may culminate in Congress establishing fixed criteria by which applicants in comparative cases are chosen. The diversification of mass media argument will, I am sure, be hotly debated.

But whatever the merits of a proposed divorcement between the printed and the broadcast media, there is every indication that newspaper-owned facilities will be tolerated only if they establish a completely independent editorial staff for broadcasting their comments and, perhaps, even an independent local news staff—especially in view of the irresistible temptation on the part of some newspapers to editorialize through a selection of news, the wording of headlines, and the negligent or intentional omission of factual information from the news columns of these publications.

Broadcasters have also, in some recent attempts to editorialize, displayed some peculiar ideas of what constitutes an adequate presentation of opposing news. In the recent flurry to editorialize on the merits and demerits of subscription television, some broadcasters presented the position of opposing views to permit a test of subscription television by a designated member of their staff. I suppose you could refer to him as the loyal opposition.

Such a presentation hardly complies with the Commission's concept of an affirmative duty to seek out responsible elements of the opposition. Nor is editorializing to be resorted to by broadcasters only when a controversial matter may affect them personally. There are a good many things of local, regional, national and international concern which an enlightened management should discuss.

In a complicated society with its necessary adjustments, the fundamental concepts of free speech and a free economy are constantly endangered—not only from our enemies but from the ill-informed. You, as broadcasters, have an affirmative obligation to join this "battle" now. If you wait until "it is safe," you may be too late.

L. A. NAB CONVENTION IS SUCCESS, BUT DOESN'T END PROBLEMS AHEAD

- **1,900 delegates socialize, swap ideas despite city's distances**
- **Broadcasters are told they must assume news, editorial lead**

The last of the NAB industrywide conventions, held in Los Angeles last week, was a social success and a busy trading post for 1,900-odd delegates and their business associates.

By closing time Thursday, however, broadcasters were leaving Los Angeles with the common conviction that the coming months will be like those just ended—problems, problems, problems.

Warnings of regulatory headaches to come were sounded by FCC members and terse suggestions were offered about ways they can improve program and advertising practices.

Most significant was an unbilled agreement reached in separate, unplanned talks by Marion Harper Jr., president of McCann-Erickson; Frank Stanton, CBS president, and FCC Chairman John C. Doerfer.

In essence they emphasized this common theme:

- Broadcasters must do a better news job, accepting the risks and responsibilities of editorial leadership.

Chairman Doerfer emphasized the point by reminding broadcasters they had won the right to editorialize 10 years ago but hadn't done much about it.

The convention was distributed all over the vast Los Angeles landscape. NAB made a serious effort to ease the travel burden by running fleets of buses around the Biltmore and Statler Hotels as well as the Embassy Auditorium, a main meeting spot.

But many delegates found the week an unusually tiring experience because of the waiting for buses and cabs and the logistics headaches involved in room-hopping and socializing around a dozen scattered hotels.

Registration came close to NAB expectations—1,613 management delegates (1,781 a year ago in Chicago), 360 engineering (577 last year) and a total of 1,973 (2,358 last year). Over 100 paid for advance registrations but didn't pick them up; they may have been around the convention hotels, however. Ten non-member delegates registered for the Thursday all-industry copyright meeting.

Sales were good at many of the equipment and programming exhibit centers. Traffic was brisk at many of the spots but the multi-hotel exposition kept delegate traffic scattered some of the time.

Service exhibitors, especially film interests, complained because they won't be allowed to show at the 1959 convention, but the complaints weren't unanimous or vigorous. Next year the meeting is to be limited to top-level ownership-management delegates and equipment-only exhibits. It will be held at the Conrad Hilton Hotel, Chicago.

NAB President Harold E. Fellows denied a charge that the film, transcription and other service exhibitors will become "second-class citizens" of the association but he made it plain they will not be welcome in Chicago next year. However, they are

Story continues page 76

BALANCE OF NAB CONVENTION COVERAGE, PAGES 76-115

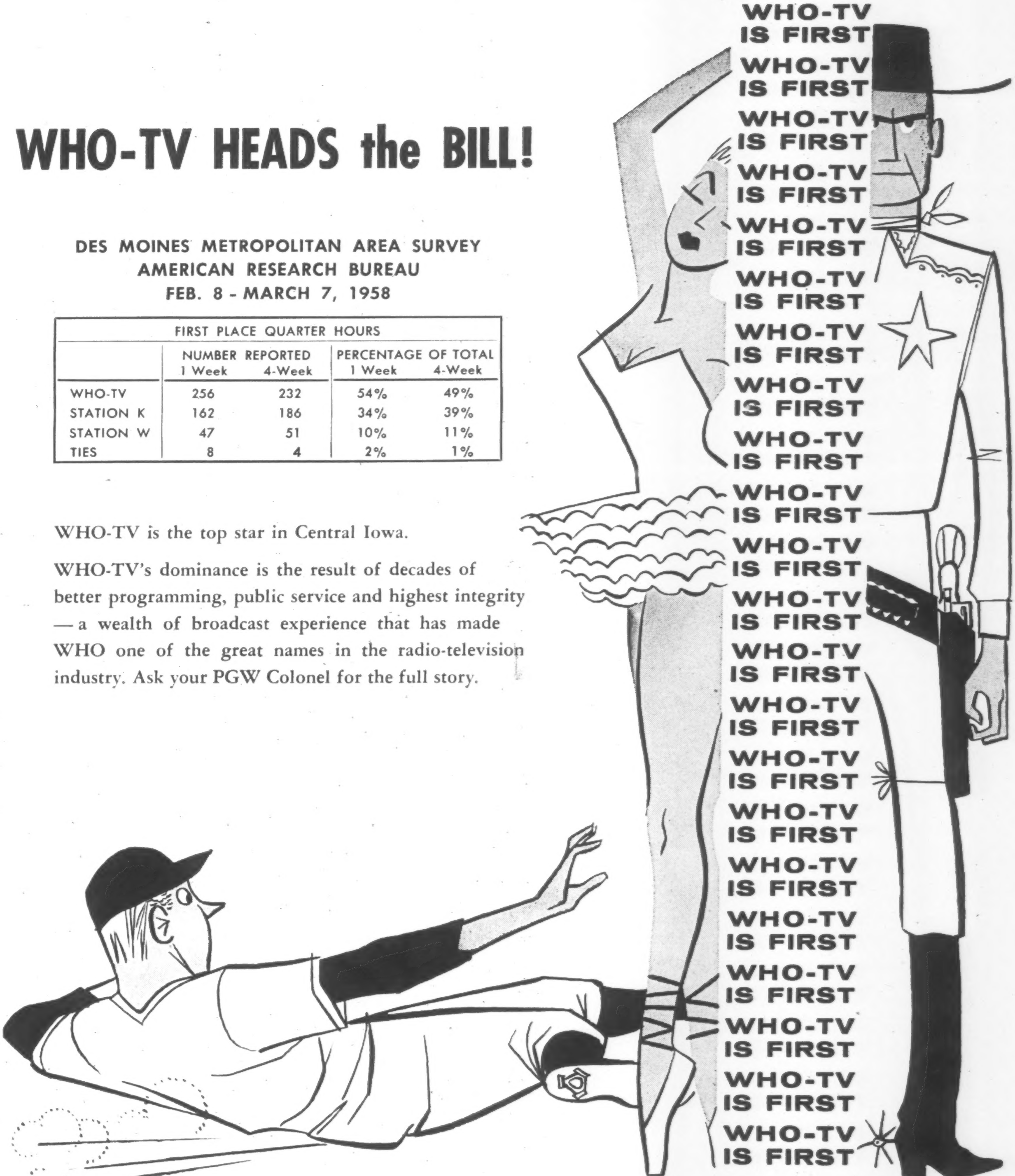
WHO-TV HEADS the BILL!

DES MOINES METROPOLITAN AREA SURVEY
AMERICAN RESEARCH BUREAU
FEB. 8 - MARCH 7, 1958

FIRST PLACE QUARTER HOURS	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4-Week	1 Week	4-Week
WHO-TV	256	232	54%	49%
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

WHO-TV is the top star in Central Iowa.

WHO-TV's dominance is the result of decades of better programming, public service and highest integrity — a wealth of broadcast experience that has made WHO one of the great names in the radio-television industry. Ask your PGW Colonel for the full story.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WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC
Affiliate

FEBRUARY TV NETWORK GROSS UP

- TvB report shows daytime, nighttime increases
- P & G places two products in top 15 brand list

Procter & Gamble's Tide detergent was the No. 1 brand in network tv for February. Another P & G product, Gleem toothpaste, was in the No. 11 spot among the top 15 brand spenders.

Aside from P & G, Chrysler was the only other network television advertiser to place more than one of its products in the top 15. The auto corporation in February spent nearly $500,000 each for Dodge and Plymouth cars in network tv.

These brand spending estimates of the top 15 were released for February by the Television Bureau of Advertising and are based on a report compiled by Leading National Advertisers and Broadcast Advertising Reports. The data also includes the top 15 network advertisers' gross billing estimates, the estimated expenditures of network tv advertisers by product classification and a breakdown of network tv gross time billings by day parts (daytime and nighttime billing).

From the data provided, these trends and developments for February are highlighted:

- Increases are shown in both daytime and nighttime spending (compared to February 1957). These gross time billings are indicative of a continued rise in investments not only for February but for January and February combined compared to the same two months of 1957.
- Among the brand leaders, P & G's Tide (No. 2 in the January ranking) led the soap-detergent classification; Ford Motor's Ford passenger car (No. 1 in the January listing) topped the auto category; Bristol-Myers' Bufferin (No. 6 in January) was No. 3 in the listing and the top spender among the drug brands, and R. J. Reynolds' Winston was first in the cigarette category.
- In the brand listing, the breakdown of the 15 according to classification: soap-detergents, 2; automobiles, 4; drugs, 2; toothpaste (toiletries), 2; cigarettes, 4, and consumer services, 1 (Bell Telephone).
- There were 10 advertisers in February (compared to 13 in January) that spent $1 million or more at gross rates for network tv time.
- Lever Bros., a year ago only No. 7 in the list of top gross billers of network tv time, has shot to the No. 3 spot, a shade behind General Motors. Only change from January in identity of the top 15 network tv advertisers was Pharmaceuticals Inc., which with its string of network quiz programs and non-quizzer (*Amateur Hour*), replaced General Mills.

TvB's report does not show the comparative February 1957 gross tv network time sales by product groups. But BROADCASTING's compilation based on Publishers Information Bureau figures for 1957, when compared to the estimates for this year, reveal that in general, the high-spending categories of automobiles, medicines, foods, smoking materials and toiletries are up.

TOP 15 *By Company*

FEBRUARY 1958

1. PROCTER & GAMBLE	$ 3,820,699
2. GENERAL MOTORS	1,836,368
3. LEVER BROTHERS	1,627,858
4. GENERAL FOODS	1,565,901
5. CHRYSLER	1,564,019
6. COLGATE-PALMOLIVE	1,533,667
7. BRISTOL-MYERS	1,506,441
8. AMERICAN HOME PRODUCTS	1,369,860
9. FORD MOTOR	1,037,599
10. R. J. REYNOLDS	1,032,231
11. GILLETTE	961,039
12. KELLOGG	951,106
13. AMERICAN TOBACCO	877,452
14. PHARMACEUTICALS	787,728
15. LIGGETT & MYERS	767,011

TOP 15 *By Brand*

FEBRUARY 1958

1. TIDE	$ 698,997
2. FORD CARS	688,744
3. BUFFERIN	642,911
4. ANACIN	632,047
5. CHEVROLET CARS	552,586
6. WINSTON CIGARETTES	502,458
7. DODGE CARS	492,957
8. PLYMOUTH CARS	466,795
9. VICEROY CIGARETTES	409,233
10. WISK LIQUID DETERGENT	360,078
11. GLEEM TOOTH PASTE	353,276
12. BELL TELEPHONE SYSTEMS	351,477
13. COLGATE DENTAL CREAM	349,297
14. L & M CIGARETTES	335,569
15. KENT CIGARETTES	334,442

BILLINGS *By Parts-of-Day*

	FEBRUARY 1957	FEBRUARY 1958	% CHANGE
DAYTIME	$11,809,252	$12,913,487	+ 9.3
MONDAY-FRIDAY	9,978,736	11,047,123	+10.7
SATURDAY-& SUNDAY	1,830,516	1,866,364	+ 2.0
NIGHTTIME	27,575,955	31,722,531	+15.0
Total	**$39,385,207**	**$44,636,018**	**+13.3**
	JAN.-FEB. 1957	**JAN.-FEB. 1958**	**% CHANGE**
DAYTIME	$25,072,068	$27,793,227	+10.9
MONDAY-FRIDAY	21,228,131	23,669,483	+11.5
SATURDAY-& SUNDAY	3,843,937	4,123,744	+ 7.3
NIGHTTIME	57,815,135	66,435,134	+14.9
Total	**$82,887,203**	**$94,228,361**	**+13.7**

NETWORK SPENDING *By Product Categories*

	FEBRUARY 1958	JAN.-FEB. 1958	FEBRUARY 1957	JAN.-FEB. 1957
AGRICULTURE & FARMING	$ ——	$ 13,066	$ ——	$ ——
APPAREL, FOOTWEAR & ACCESS.	262,418	457,342	218,719	502,440
AUTO., AUTO. ACCESS. & EQUIP.	4,719,956	9,961,920	3,732,274	8,229,164
BEER, WINE & LIQUOR	591,103	1,198,335	548,369	1,149,572
BUILDING MATERIALS, EQUIP. & FIXTURES	74,843	119,784	284,119	560,236
CONFECTIONERY & SOFT DRINKS	729,812	1,660,927	671,591	1,372,211
CONSUMER SERVICES	482,787	865,312	361,920	721,818
MEDICINES & REMEDIES	5,050,199	10,421,053	3,787,482	7,923,275
FOOD & FOOD PRODUCTS	8,545,989	17,784,907	8,273,367	17,220,530
GASOLINE, LUBRICANTS & OTHER FUELS	125,382	532,318	231,054	459,852
HORTICULTURE	——	57,978	——	51,720
HOUSEHOLD EQUIP. & SUPPLIES	1,593,308	3,468,857	1,551,190	3,466,746
HOUSEHOLD FURNISHINGS	302,992	528,195	256,515	461,115
INDUSTRIAL MATERIALS	1,601,680	3,569,666	1,777,900	2,500,780
INSURANCE	442,116	1,150,629	495,132	907,176
JEWELRY, OPTICAL GOODS & CAMERAS	781,040	1,557,551	674,886	1,378,419
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	527,876	1,003,135	339,919	371,506
POLITICAL	——	66,174	——	——
PUBLISHING & MEDIA	111,180	342,745	250,112	508,302
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	678,654	1,429,183	319,993	837,303
SMOKING MATERIALS	4,362,946	9,581,934	3,320,908	6,913,268
SOAPS, CLEANERS & POLISHES	5,099,227	10,615,437	5,138,608	10,608,391
SPORTING GOODS & TOYS	158,676	252,936	31,567	63,074
TOILETRIES & TOILET GOODS	7,640,973	16,037,533	7,394,338	15,882,557
TRAVEL, HOTELS & RESORTS	239,195	394,523	77,939	153,452
MISCELLANEOUS	513,666	1,156,921	301,176	628,167
Total	**$44,636,018**	**$94,228,361**	**$39,439,078**	**$82,941,074**

LNA-BAR: Gross Time Costs Only

IF YOU HAD A MILLION

THE ONLY TV DRAMATIC SERIES CONSISTENTLY IN NIELSEN'S "TOP 20" THAT YOU CAN BUY LOCALLY! NOW IN ITS 7TH STRAIGHT MONTH AS NEW YORK'S HIGHEST-RATED* SYNDICATED DRAMA (MARCH NIELSEN-25.3 WITH A 44% SHARE OF AUDIENCE). SPONSORED BY PACEMAKERS LIKE BEST FOODS FOR NUCOA, BLUE PLATE FOODS, GALLO WINE, MARLBORO, FORD, SEARS ROEBUCK. 78 HALF HOURS NOW AVAILABLE OF THIS DON FEDDERSON PRODUCTION WITH MARVIN MILLER... FROM MCA TV FILM SYNDICATION.

ANOTHER 39 FROM MCA TV

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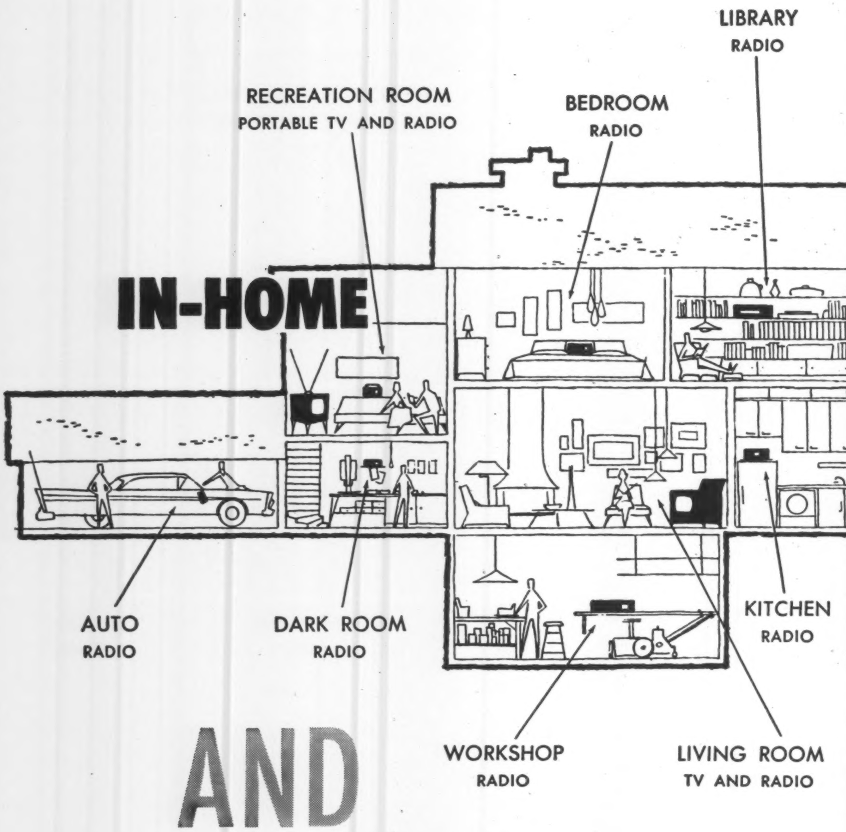
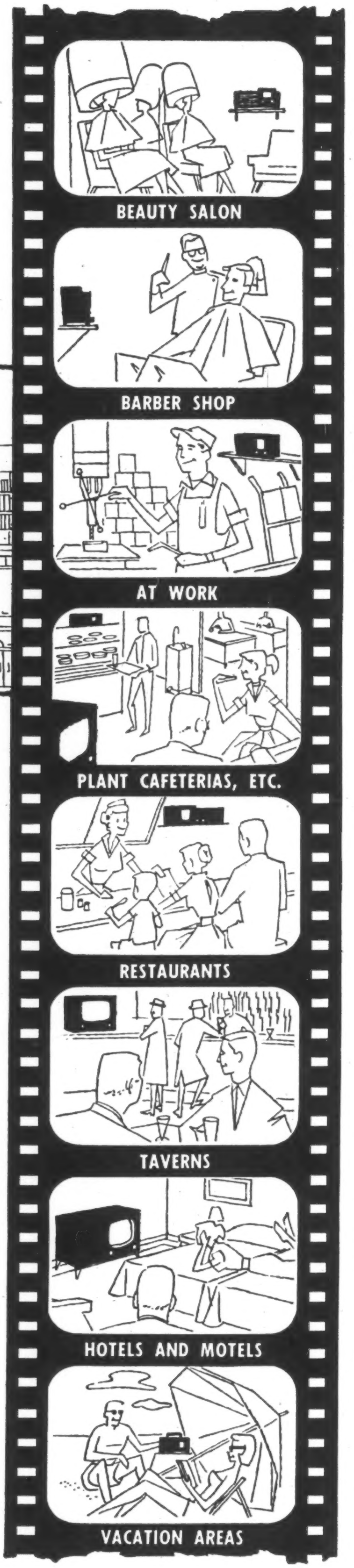
* ARB

IN-HOME AND OUT-OF-HOME


RECREATION ROOM
PORTABLE TV AND RADIO
BEDROOM
RADIO
LIBRARY
RADIO
AUTO
RADIO
DARK ROOM
RADIO
KITCHEN
RADIO
WORKSHOP
RADIO
LIVING ROOM
TV AND RADIO


BEAUTY SALON
BARBER SHOP
AT WORK
PLANT CAFETERIAS, ETC.
RESTAURANTS
TAVERNS
HOTELS AND MOTELS
VACATION AREAS

Including even tiniest transistor pocket sets—Pulse is the sole service accurately reporting *total* audience. Obviously auto radio is but part of the outside plus of millions. Measuring out-of-home is nothing new to Pulse. Pulse has been doing it since 1941!

WESTINGHOUSE PLANS $7 MILLION TV BUY

- **Desilu to produce new series**
- **'Studio One' to be dropped**

In one of the largest television deals ever made, Westinghouse Electric Corp., Pittsburgh, will spend approximately $11 million for time and talent on its new tv hour-long film package, once a week, to be produced by Desilu Productions Inc., Hollywood, on CBS-TV, effective Oct. 6. [BROADCASTING, April 28]. Westinghouse will be spending $4 million more than its present budget for *Studio One in Hollywood* on CBS-TV, which will continue on the air until September.

The new show will contain 37 hour-long Westinghouse Desilu playhouses, with Desi Arnaz as host and featuring top stars in a variety of dramas, comedies, musicals and westerns; four repeats of the best of these; plus seven one-hour special programs starring Mr. Arnaz, Lucille Ball and outstanding supporting casts. Four shows will be pre-empted for other network shows during the year.

Mark W. Cresap Jr., president, Westinghouse, said that the new tv package "is part of an increased advertising program in all media. It represents an aggressive move to tie-in with the business upturn which is expected by fall, and it will supplement the Westinghouse 'power up' program now in full swing. . . ."

Mr. Cresap also said that each of the special programs will cost nearly a half million dollars.

It is expected that Betty Furness, and John Cameron Swayze will continue to handle commercial demonstrations.

Three quarters of the commercial time will be devoted to Westinghouse consumer products and the remainder to corporate subjects such as the power up selling program and the firm's role in atomic power.

The time on CBS-TV is not yet determined. Westinghouse may continue on Mondays, 10-11 p.m., but Chris Whitting, vice president and general manager, consumer goods for Westinghouse, admitted the firm was interested in "an earlier time period."

The contract, which has been in negotiation for past two months, with Desilu Productions Inc. and renewal options cover a five year period. Agency is McCann-Erickson, New York.

WOR-TV's 'Ad World' Plans Call for 'Network' Treatment

The *Ad World* is growing. America's first "Advertising Trade Journal of the Air"—currently seen locally in New York on WOR-TV—is destined to get a "network" treatment, if plans work out.

Although the recently-launched program opposes such mass-audience shows as *Alfred Hitchcock Presents* on CBS-TV, industry reaction to a show it can call its very own has been "reassuringly enthusiastic," according to officials of Broadcast Properties Inc., the packager. They intend in the "very near future" to record the show—either by means of videotape or kinescope—and place it in such other *Ad World* cities as Los Angeles, Chicago, Detroit, St. Louis, Philadelphia and Boston, apparently at the urging of its multi-sponsor slate (Screen Gems Inc., McCall Corp., TelePrompTer Corp., etc.) which uses the series to sell media and program services to ad executives at home. The show is seen in New York Sunday nights, and the packagers (who number among them several agency executives) hope to be able to air the series "simultaneously" pending time zone differences.

The first step towards consolidating *Ad World* was taken last week with the appointment of David Echols, one-time (1936-50) executive vice president of the New York office, Grant Adv., to the post of general manager of the packing firm. Mr. Echols, an advertising consultant and program packager (*It's Fun to Travel*) is the on-air editor as well. Offices are at Room 400, Chrysler Bldg., New York.

The interesting wrinkle in *Ad World's* topography: The station or stations carrying the trade series do not underwrite it, merely carry it. Broadcast Properties Inc. buys the time, has advertisers using *Ad World* paying commercial minute rates direct to the station (but guarantees the station its full card rate for 30 minutes). The difference comes out of the packager's pocket.

HI-PRO UNCORKS BIG SPOT TV PUSH

- **New cereal in all-out drive**
- **Also using networks, papers**

General Mills Corp., Minneapolis, broke Thursday with an intense tv spot campaign that is backed by cut-ins to its network show lineup and a heavy newspaper campaign.

The tv concentration started on May Day to introduce the milling company's new premium-priced cereal product, called Hi-Pro. The product is being handled by Dancer-Fitzgerald-Sample, New York, the agency that scored gains in the heavily competitive cereal food field with Cheerios, also a General Mills product.

Without doubt the Hi-Pro campaign is a massive enterprise. Speaking of all the advertising on behalf of the product, D-F-S spokesmen said it was the "greatest amount of advertising ever concentrated on behalf of a single cereal product in its opening period." Of importance to television: General Mills is allocating approximately twice the budget for television compared to what it is spending in newspapers. So far radio is not being used, but it is expected that

PREVIEW

PEPSI REWRITES ITS JINGLE

Pepsi-Cola Co., New York, after a period of three years, is introducing a new musical theme for its radio commercials, effective this week, in over 550 Pepsi-Cola bottler local radio areas. Additionally, it will make its radio network debut on June 14, as part of Pepsi's 20 segments on NBC Radio's week-end *Monitor*.

The new lyrics for the commercial written by Hank Sylvern follow: "Be sociable, look smart. Keep up to date with Pepsi. Drink light, refreshing Pepsi. Stay young and fair and debonair. Be sociable, have a Pepsi."

The singing Pepsi quartet (above, with waiter) will take part in the introduction of the new jingle.

J. Charles Derrick, advertising vice president for Pepsi-Cola, explained the change in lyrics by saying that "radio certainly has changed since our first theme was introduced. The new theme and commercials take cognizance of the changes that have come about in radio.

"Radio today is local, not only in scope but in feeling. The new Pepsi-Cola refreshment song takes advantage of the intimacy and gay mood of today's local radio programming."

Kenyon & Eckhardt, New York, is agency.

medium will benefit later in the introduction.

The current campaign for Hi-Pro is concentrating in the East, stretching west as far as Chicago. The product is not receiving too great a punch in the southeast area of the U. S. but, as the campaign gathers steam, markets will be added until coverage is nationwide.

Television spot was chosen to spearhead the campaign because, according to the agency, it (1) has impact and can tell the detailed story of the product, and (2) can unbrella regional areas.

The name of the product is derived from this description: "high-quality protein flakes with 10 essential vitamins and minerals." Since the cereal is higher-priced than most (its biggest competitor is Kellogg's Special K, also a nutritive with high protein), there is a "serious story to tell—an educational story," claims the agency. Thus, tv—particularly minutes although some 20-second spots are being used—is being stressed in the campaign because of the ability to get over the story of the product in a minimum of time. In newspapers, it was explained, too much copy is needed to tell approximately the same story.

If the advertising on behalf of General Mills' newest cereal entry follows the pattern set by Dancer-Fitzgerald-Sample for Cheerios, tv can expect a long honeymoon. Nearly all of the advertsier's budget for Cheerios went into tv, with the sight-sound-motion medium held up as largely responsible for the big boost in the percentage of cereal sales in the past three years.

Caesar Negotiating for Tv Show, Rubinstein Drops Him May 25

Although Sid Caesar's sponsor, Helena Rubinstein, has confirmed earlier reports of an impending cancellation [AT DEADLINE, April 28], Mr. Caesar is currently negotiating to return to tv next season with an expanded and not-so-frequent format.

Mr. Caesar's Shellrick Corp. (packagers) is committed to ABC-TV until May 15, at which time the network must exercise its option. It was reported that Shellrick and ABC-TV programming officials will sit down this week to talk about a 60-minute program, but spokesmen at Mr. Caesar's office said that this did not preclude discussions with other networks.

Helena Rubinstein bows out of tv with the May 25 telecast of *Sid Caesar Invites You* on ABC-TV. Its agency, Ogilvy, Benson & Mather, New York, indicated that the advertiser, though satisfied with sales and audience impression of its products as a result of the series, will take another close, hard look at network tv before deciding to return. OB&M officials earlier in the year said that they, as well as the client, were not so much concerned with Nielsen and Trendex ratings as they were with sales [ADVERTISERS & AGENCIES, April 7]. Nevertheless, they now have admitted frankly that the program's mediocre rating performance was the deciding factor. *Caesar* opposes *General Electric Theatre* on CBS-TV and *Dinah Shore Chevy Show* on NBC-TV. Apparently, the familiar problem of station clearances—only 91 stations carried the series as against the 135 stations cleared for NBC-TV's *Caesar's Hour* last season—also played a part in the final decision.

Mme. Rubinstein may not have been the only disappointed party in this short-lived relationship. It was understood that Mr. Caesar himself was chafing under the tight 30-minute format, felt constrained by the lack of flexibility [IN REVIEW, Feb. 3]. Preliminary discussions were held on the proposal to have Rubinstein go a full-hour with a co-sponsor in an attempt to revive the "old" Caesar vitality, but the cosmetics firm voted down the idea because it felt it would then lose "its identity" which it sought to build with the Caesar-Coca combination.

Winchell Suit Threat Fails to Materialize

The threatened $24 million lawsuit against a number of NBC-TV participating sponsors—arising out of the verbal on-the-air and in-print slugfest between gossipers Walter Winchell and Elsa Maxwell—failed to materialize last week.

Hearst columnist Winchell, a running target for the vitriolic (but often humorous) fire emanating from NBC-TV's *Jack Paar Show*—most often on Tuesday nights when Miss Maxwell entered the ring—has indicated he plans to enrich the Damon Runyon Cancer Fund, his pet project, by suing for $2 million apiece the 12 advertisers currently pouring coin into the *Paar* program. But a cross-check of Mr. Paar's sponsors over the past three weeks indicates there actually are 15 advertisers involved.

Should such a suit actually be instituted against the sponsors—there having been no talk of a suit against Miss Maxwell or Mr. Paar—it remains to be seen whether the columnist could win a judgment against an advertiser who was not "on" at the time the alleged libels were uttered.

Over the past three weeks, the following advertisers and agencies have been "in" and "out" of the Paar series at different occasions: Bristol-Myers (Bufferin) through Young & Rubicam; Block Drugs Inc. (Nytol, Polident, Py-Co-Pay, etc.) through Sullivan, Stauffer, Colwell & Bayles; Bird & Son (roofs) through H. P. Humphrey, Alley & Richards; Cooper's Inc. (underwear) through Henri, Hurst & McDonald; General Foods Corp. (Postum) through Y&R; Harrison Labs (Tuck tape) through Product Services; Kemper Insurance Companies through John B. Shaw Inc.; North American Phillips Co. (Norelco electric shavers) through C. J. LaRoche; Evinrude Motors through Cramer-Krasselt Co.; Pharma-Craft Inc. (Fresh deodorant) through J. Walter Thompson Co.; Philip Morris Inc. (Marlboro) through Leo Burnett Co.; Dixie Cup Co. through Hicks & Greist; Time Inc. (*Time*) through Y&R, and Polaroid-Land Corp. (cameras) through Doyle Dane Bernbach.

NBC attorneys, asked to name the specific 12 advertisers who might be involved, declined to do so on ground "that we didn't tell Mr. Winchell's counsel." Ironically, the counsel, Sol A. Rosenblatt, also represents Miss Maxwell. Mr. Rosenblatt's office said Thursday that no step has yet been taken in going to court.

While Mr. Paar, the butt of Mr. Winchell's spleen in the syndicated columns, has come out with a "retraction" on some of the unkind things said about the columnist, for example, that he failed to exercise his voting privilege, he and gadfly Maxwell were right back in there swinging last Tuesday midnight. This time, however, they did not mention Mr. Winchell by name but substituted such descriptions as "Mr. Wonderful."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,782,000 people in the U. S. over 12 years of age during the week April 20-26. This is how they spent their time:

69.4%	(86,599,000)	spent	1,606.4 million hours	WATCHING TELEVISION
57.4%	(71,625,000)	spent	1,032.8 million hours	LISTENING TO RADIO
82.7%	(103,195,000)	spent	405.2 million hours	READING NEWSPAPERS
33.6%	(41,927,000)	spent	184.9 million hours	READING MAGAZINES
19.3%	(24,075,000)	spent	252.8 million hours	WATCHING MOVIES ON TV
24.9%	(31,035,000)	spent	123.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

SINDLINGER'S SET COUNT: As of April 1, Sidlinger data shows: (1) 107,687,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,714,000 U. S. households with tv; (3) 45,888,000 tv sets in use in U. S.

"THIS IS ALICE"

...one of the big new TV programs on the BIG NIGHT coming to TV this fall... *on America's dynamic new*

39 half-hour episodes ready before your first air date . . . now set for screenings!

Produced for
NTA
by
Desilu

For full details of the BIG NIGHT, just phone, wire or write... **NTA FILM NETWORK**

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300

WHERE SPOT RADIO MONEY GOES

National spot radio business is better than ever—in most markets, that is. According to an estimate of 1957 radio spot figures by Adam Young Inc., station representative, the spot radio business flowered in the West—with rapid gains being scored by outlets in San Francisco, Los Angeles, Denver and Phoenix—while it slackened in the Central Pennsylvania steel-and-coal producing areas. Reason: This is one of the hardest-hit "recession areas" in the country with the slump having started as early as late autumn.

The Young estimates (see below) are based on a detailed analysis of FCC figures plus the firm's interpretation of business trends. President Adam Young points out that these are estimates which in some instances involve some educated guesses. "We are making public our internal analysis," he said, "because we feel that these estimates may be of value to others in the radio industry. Obviously all market-by-market projections are subject to some error. However, since we represent a substantial number of stations in the top markets, we've been able to check our projections against the actual growth of radio business during 1957. We feel that, by and large, our figures are an accurate reflection of what happened in spot radio in 1957."

Market	1956 Spot Volume	1957 Spot Volume	% Increase
AKRON	$ 391,000	$ 518,000	32
ALBANY-SCHENECTADY-TROY	1,117,000	1,450,000	30
ALBUQUERQUE	260,000	298,000	15
ALLENTOWN-BETHLEHEM	271,000	344,000	27
ALTOONA	55,000	74,000	35
AMARILLO	236,000	272,000	15
ASHEVILLE	99,000	113,000	14
ATLANTA	1,479,000	1,974,000	33
AUGUSTA, GA.	102,000	104,000	2
AUSTIN	204,000	259,000	27
BALTIMORE	1,428,000	1,907,000	34
BATON ROUGE	168,000	183,000	9
BEAUMONT	169,000	183,000	8
BINGHAMTON	116,000	148,000	28
BIRMINGHAM	624,000	714,000	14
BOSTON	3,308,000	4,207,000	27
BUFFALO	1,508,000	2,013,000	33
CEDAR RAPIDS	727,000	833,000	15
CHARLESTON, S. C.	138,000	150,000	9
CHARLESTON, W. VA.	220,000	252,000	15
CHARLOTTE	902,000	975,000	8
CHATTANOOGA	183,000	187,000	2
CHICAGO	9,826,000	12,250,000	25
CINCINNATI	2,553,000	2,923,000	14
CLEVELAND	2,076,000	2,771,000	33
COLUMBIA, S. C.	300,000	381,000	27
COLUMBUS, GA.	92,000	117,000	27
COLUMBUS, OHIO	979,000	1,369,000	40
CORPUS CHRISTI	252,000	255,000	1
DALLAS-FT. WORTH	1,764,000	2,244,000	27
DAVENPORT	289,000	329,000	14
DAYTON	376,000	461,000	23
DENVER	1,231,000	1,704,000	38
DES MOINES	1,357,000	1,467,000	8
DETROIT	5,544,000	7,585,000	37
DULUTH	215,000	231,000	7
DURHAM	98,000	118,000	20
EL PASO	189,000	265,000	40
ERIE	120,000	152,000	27
EVANSVILLE	164,000	178,000	9
FLINT	306,000	370,000	21
FORT WAYNE	435,000	498,000	14
FRESNO	484,000	555,000	15
GADSDEN	33,000	44,000	33
GRAND RAPIDS	379,000	459,000	21
GREEN BAY	159,000	202,000	27
GREENSBORO	140,000	178,000	27
GREENVILLE, S. C.	218,000	250,000	15
HARRISBURG	247,000	283,000	15
HARTFORD	1,195,000	1,445,000	21
HONOLULU	421,000	509,000	21
HOUSTON-GALVESTON	1,527,000	1,850,000	21
HUNTINGTON	154,000	167,000	8
INDIANAPOLIS	1,111,000	1,412,000	27
JACKSON, MISS.	159,000	172,000	8
JACKSONVILLE	285,000	290,000	2
JOHNSTOWN	110,000	126,000	15
KANSAS CITY	1,864,000	2,442,000	31
KNOXVILLE	268,000	324,000	21
LEXINGTON, KY.	319,000	405,000	27
LITTLE ROCK	214,000	244,000	14
LOS ANGELES	5,847,000	8,181,000	40
LOUISVILLE	1,060,000	1,415,000	33
LUBBOCK	92,000	100,000	9
MACON	159,000	202,000	27
MADISON	237,000	272,000	15
MANCHESTER	95,000	126,000	33
MEMPHIS	965,000	1,166,000	21
MIAMI	745,000	947,000	27
MILWAUKEE	1,148,000	1,386,000	21
MINNEAPOLIS-ST. PAUL	2,058,000	2,757,000	34
MOBILE	145,000	167,000	15
MONTGOMERY	176,000	190,000	8
NASHVILLE	817,000	936,000	15
NEW BRITAIN	197,000	111,000	44*
NEW HAVEN	277,000	387,000	40
NEW ORLEANS	1,112,000	1,487,000	34
NEW YORK	18,161,000	22,050,000	21
NORFOLK	457,000	638,000	40
OKLAHOMA CITY	576,000	660,000	15
OMAHA	908,000	1,040,000	15
ORLANDO	156,000	189,000	21
PEORIA	336,000	427,000	27
PHILADELPHIA	5,045,000	6,416,000	27
PHOENIX	323,000	492,000	52
PITTSBURGH	2,773,000	3,880,000	40
PORTLAND, ME.	260,000	315,000	21
PORTLAND, ORE.	983,000	1,376,000	40
PROVIDENCE	813,000	1,145,000	41
PUEBLO	67,000	85,000	27
RALEIGH	619,000	631,000	2
READING	127,000	154,000	21
RICHMOND	722,000	825,000	14
ROANOKE	173,000	187,000	8
ROCHESTER, N. Y.	776,000	986,000	27
SACRAMENTO	548,000	624,000	14
SAGINAW	100,000	128,000	28
SALT LAKE CITY	368,000	400,000	9
SAN ANTONIO	1,011,000	1,156,000	14
SAN BERNARDINO	149,000	189,000	27
SAN DIEGO	683,000	1,086,000	59
SAN FRANCISCO-OAKLAND	3,264,000	4,566,000	40
SAN JOSE	90,000	115,000	28
SAVANNAH	170,000	183,000	8
SCRANTON-WILKES BARRE	405,000	486,000	20
SEATTLE-TACOMA	1,336,000	1,858,000	39
SHREVEPORT	454,000	472,000	4
SIOUX CITY	79,000	100,000	27
SIOUX FALLS	99,000	105,000	6
SOUTH BEND	159,000	152,000	4*
SPOKANE	489,000	620,000	27
SPRINGFIELD, ILL.	111,000	155,000	40
SPRINGFIELD-HOLYOKE	238,000	289,000	21
SPRINGFIELD, MO.	167,000	191,000	14
SPRINGFIELD, OHIO	47,000	59,000	26
ST. LOUIS	2,929,000	4,070,000	39
STOCKTON	213,000	270,000	27
SYRACUSE	525,000	699,000	33
TAMPA-ST. PETERSBURG	400,000	509,000	27
TOLEDO	644,000	899,000	40
TOPEKA	434,000	509,000	17
TUCSON	68,000	87,000	28
TULSA	603,000	690,000	14
UTICA-ROME	144,000	167,000	16
WASHINGTON	2,180,000	2,775,000	27
WATERBURY	59,000	76,000	29
WHEELING-STEUBENVILLE	456,000	549,000	20
WICHITA	416,000	503,000	21
WICHITA FALLS	176,000	213,000	21
WILMINGTON	184,000	257,000	40
WINSTON-SALEM	133,000	168,000	26
WORCESTER	410,000	496,000	21
YORK	112,000	142,000	27
YOUNGSTOWN	378,000	481,000	27
TOTAL ABOVE MARKETS	$119,994,000	$152,003,000	27
% U. S. TOTAL	82.5	82.2	

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* Decrease

"MAN WITHOUT A GUN"

...one of the big new TV programs on the BIG NIGHT coming to TV this fall... *on America's dynamic new*

39 half-hour episodes ready . . . and now set for screenings!

Produced for NTA by 20th Century Fox

For full details of the BIG NIGHT, just phone, wire or write . . .

NTA FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300

Co-op Potent Factor In Total Ad Picture

Co-op advertising, especially among the top 100 national advertisers, is nothing to be sneered at, according to the current (May 1958) *Cooperative Advertising Newsletter* published by Lester Krugman Assoc., an advertising consultant firm. The newsletter finds 51% of the top 100 using co-op, and singles out several important broadcast advertisers as depending heavily on local campaigns partially backed by corporation coin. Among them:

- Frigidaire Div., General Motors Corp., which last week was still without an agency, having recently left Kudner. Frigidaire spends an estimated $10 million of its total $16 million allocation in co-op, but puts considerable coin into its current co-sponsorship of *Patrice Munsel Show* on ABC-TV. The newsletter declares that with well over 50% of its budget sunk into co-op, one reason no agency has yet been picked is that Frigidaire seeks a shop "which could do the best job on retailer and distributor levels" as well as nationally.
- Westinghouse Electric Corp., which currently is spending $3 million on a spring "blue chip" promotion for major appliances. A large hunk of this goes to co-op, as witnessed by the "Philadelphia story." There, a local Westinghouse distributor, according to the newsletter, "is spending $200,000 in a 13-week drive as a test to localize advertising to suit the needs of dealers. On their electric housewares, Westinghouse offers an advertising allowance of 7½%, with ads 100% paid, on orders totaling $1,200." Westinghouse sponsors *Studio One in Hollywood* on CBS-TV.

Other advertisers go along heavily with co-op. Pepsi-Cola Co., sponsor of occasional tv spectaculars, has announced a 10% hike in its budget for 1958 (through Kenyon & Eckhardt) and, says the newsletter, "states 'our cooperative advertising will increase by an even greater percentage.'" Along the manufacturing front, RCA has found co-op to be an excellent means of pushing color-tv via ROP newspaper ads, and the same holds true for Majestic International Sales Co., the largest importer of German hi-fi (Grundig) units.

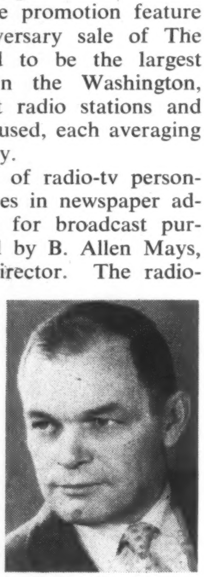
But appliance manufacturers are tightening co-op belts, says the report. In New York, for example, it's pointed out that the usual direct mail and throwaway media have been abandoned for "prime radio stations." But floor covering retailers would like to use local tv only if the manufacturer would grant them co-op allowances, a conclusion the report bases on the findings of a survey conducted by *Home Furnishings Daily,* a trade publication.

Of significance in the report is its question, "Did co-op change hurt the automotive industry?" The report thinks that the auto industry-wide abandonment of co-op advertising early last year may well have affected sales since in many cases it is the local ad—on tv, radio and in print—that clinches the sale.

'PERSONABLE' PROMOTION

A radio-tv campaign tied to station personalities was the promotion feature for the 62nd anniversary sale of The Hecht Co., claimed to be the largest department store in the Washington, D. C., area. Eight radio stations and one tv station were used, each averaging about 10 spots a day.

The intensive use of radio-tv personalities as copy themes in newspaper advertising as well as for broadcast purposes was conceived by B. Allen Mays, Hecht advertising director. The radio-tv spot placements were handled by Jeffrey A. Abel, radio-tv director of Henry J. Kaufman & Assoc., Washington.



MR. MAYS

Over 400 radio-tv spots were scheduled during the pre-anniversary days and anniversary week, with this phase of the campaign estimated at more than $4,000.

Two weeks ago full-page ads carried in Washington newspapers showed photos of radio-tv personalities. (see cuts.) Copy was institutional, written in the speaking style used by each personality. For example, the copy featuring a three-quarter page photo of Jerry and Jimma Strong of WMAL opened this way: "Hi, neighbors—I'm Jerry Strong and sitting here with me is Jimma, my better half." The copy then went into promotion of the sale, following the same informal style.

Ten-page sections were carried April 11 in all Washington newspapers, with the front cover picturing seven station personalities and carrying the theme, "The Whole Town's Talking." Other pages carried merchandising copy. After the three courtesy days for charge customers, the public sale opened April 12.

In advance of the sale the broadcast personalities were brought to the store to inspect sale items. "Milton Q. Ford fell in love with a vibrator chair, so it's one of the items he's promoting," Mr. Mays said. "The others picked favorite items and they are mentioning them on the air. This extensive use of broadcasting shows our faith in radio and tv as effective media to promote a store-wide event."

Radio-tv personalities who promoted the sale included Gene Archer and Inga, WRC; Fred Fiske and Bob Wolff, WWDC; Milton Q. Ford, WOL; Jerry & Jimma Strong, WMAL, and Milt Grant, WTTG (TV). In addition, WTOP Washington, WEAM Arlington, Va., and WGAY Silver Spring, Md., were on the spot list.

Hecht retail sales were estimated at $71 million in 1957 and $72 million in 1956.

Reports by P&G, Revlon Heard At ANA Cost Control Workshop

The importance of budgetary controls on advertising was pointed up at a closed national workshop of the Assn. of National Advertisers held Thursday and Friday at the Westchester Country Club, Rye, N. Y.

Reports were presented on budget and cost control by several advertisers including such top tv spenders as Procter & Gamble and Revlon. These two advertisers in fact stressed control procedure on broadcast expenditures.

P&G's report, submitted by Harold A. Derr, manager of advertising budget control for the company, concentrated on production budgets for tv commercials. Mr. Derr claimed that it was generally accepted that the advertiser knows "less about what he will get for his tv commercial dollar than any other media expenditure."

E. W. Mandel, Revlon's advertising manager, noted that broadcasting outlays now are a "major corporate expenditure" in the economy and that "adequate controls for assuring reliable performance for the monies expended are demanded on the part of advertising management." He explained that corporate controls set up for broadcast expenditures should be able to provide complete details of purchases, assure that they are being made "at the lowest rate to which he [the advertiser] is entitled," that they are actually being delivered and that the quality and value of the purchases are maintained.

Revlon to Try 'Bid or Buy'; 'Challenge' May Get Ax in Fall

Revlon Inc. hasn't yet answered its own $64,000 question: What to do with its big-money quiz programs, both on CBS-TV. It intends to give *$64,000 Question* (Tues., 10-10:30 P.M.) a Summer hiatus, by trying out a new panel show produced by John Guedel in cooperation with Flying "A" Productions titled *Bid or Buy*. However, Revlon officials, who screened a kinescope of this live production (which would originate from KNXT [TV] Los Angeles) had neither bid nor bought as of Thursday. Instead, Revlon and the packagers have agreed upon a week-to-week option, and a decision is expected this week. Should *Bid or Buy* prove acceptable for the summer months and score a good audience reaction, Revlon may keep it in the Fall, switching *Question* to another timeslot. (Revlon this season started with three shows, dropping Desilu's *Walter Winchell File* early in the year.)

Also unsettled as of last week was the fate of the 10-10:30 p.m. timeslot on CBS-TV Sundays next fall. Revlon shares

"HOW TO MARRY A MILLIONAIRE"

...one of the big new TV programs on the BIG NIGHT coming to TV this fall... *on America's dynamic new*

39 half-hour episodes ready . . . and now set for screenings!

Produced for
NTA
by
20th CENTURY FOX

For full details of the BIG NIGHT, just phone, wire or write . . .

NTA FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300

the berth with P. Lorillard Co. The latter has expressed an interest in Nat Hiken's new *Magnificent Montague,* but Revlon is cool toward the pilot. However, it's more or less a foregone conclusion that *$64,000 Challenge,* now seen in that period, will be axed this Fall. Decision on the show must be reached by both advertisers no later than Sept. 15.

Blair Expanding TMP Service With Use by 17 Advertisers

Blair-Tv, station representative, reveals its Test Market Plan now is being used by 17 advertisers, and that it has set up a Test Market Div. in its New York office under Ward Dorrell, Blair's director of research, to supervise the activity.

The Blair test plan seeks to test the relative effectiveness of spot tv in comparison with one or more other media or to sample the most effective way of using tv for a particular sales objective. Twenty-one tv stations in the Blair lineup are participating.

In the plan, the station pays for the testing conducted in the market with the aid of Pulse Inc. interviewing. To date, advertisers include toiletry goods, margarine, cigarette, facial tissue, cough syrup and biscuit companies. Tests are being run in 18 out of the 21 markets available to users of the plan. TMP is being conducted in areas of live vs. film commercial techniques, the nature of late evening audiences, impact of slogan remembrance as well as the strength of tv pitted against another medium. Added Blair: "names are hush-hush, naturally."

Jet-Propelled Tv Campaign Helps Boost D-X Gas Sales

D-X Sunray Oil Co., Tulsa, Okla., is selling 17.9% more of its D-X Boron premium gasoline this quarter than it did in the same period of 1957. "And we frankly give television much credit," R. W. McDowell, president, said as the board of directors released its report.

To shoot the sales curve even higher, D-X Sunray through its agency, Potts-Woodbury Inc., Kansas City, has an all-media campaign going in 45 markets and intends to dominate oil advertising on tv in its 17-state territory.

D-X Boron is conducting a jet-propelled campaign, using missiles to symbolize the power of the fuel. Broadcast weapons in the company's arsenal are a 12-week summer schedule of radio spots saturating 45 markets, farm radio on 22 stations and a new 52-week half-hour tv drama starting next fall in 44 markets.

The missile-themed commercials were directed by C. F. Niessen, advertising and sales promotion manager of D-X Sunray, and Gene W. Dennis, radio-tv director at Potts-Woodbury. Van Praag Productions Inc., Hollywood firm producing the new book of six tv commercials (with sound tracks adapted for radio spots), hired Louis DeWitt, special effects man, to build a miniature, three-stage D-X Boron rocket. Westbrook Van Voorhees does the commercial count-down.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

SALEM SITS IN • R. J. Reynolds Tobacco Co. (William Esty Co.) last week signed for new John Guedel quiz program, *Anybody Can Play,* premiering live on ABC-TV July 6 at 8:30-9 p.m. Product is Salem cigarettes. Program is audience participation show allowing viewers to play for cash prizes.

NOW BEING TOLD • Kraft Foods Div. of National Dairy Products Corp. will sponsor new Milton Berle comedy-variety vehicle on Wednesdays, 9-9:30 p.m. on NBC-TV next season [CLOSED CIRCUIT, April 21]. Program for second half of time period now filled by *Kraft Television Theatre,* which goes off air, has not yet been selected. J. Walter Thompson, N. Y., is agency.

MAJOR MOTOR BUY • Buick Motor Div. of General Motors Corp., in one of major tv buys for next season, will sponsor eight hour-long Bob Hope shows on NBC-TV, Robert E. Kintner, executive vice president, announced. Additionally, Buick has renewed as alternate-week sponsor of *Tales of Wells Fargo* on NBC for 1958-59 season. Hope shows will be aired as "specials" in time periods as yet undetermined. McCann-Erickson, N. Y., is agency.

THREE-QUARTER MARK • CBS Radio last week racked up another $750,000 worth of business. Among advertisers: Standard Brands, through Ted Bates & Co., renewed its portion of *Arthur Godfrey Time* effective June 3 for 52 weeks; Glamorene, through Garfield-Linn & Co., Chicago, picked up "Impact" units in daytime programming as did Scott Paper Co. through J. Walter Thompson Co., Chrysler Corp. through Leo Burnett Co., and Sterling Drug through Thompson-Koch Co.

NEWS FOR NUTS • Circus Foods, L.A., has started 13-week Mon., Wed., Fri. sponsorship of *Hugh McCoy News* on CRPN daily, 9-9:05 a.m. PST, for nutmeats, through Milton Carlson Co., L.A.

BAYUK AT BAT • Bayuk Cigars Inc. (Phillies), Philadelphia, has bought segments of radio-tv game coverage of Philadelphia Phillies, Baltimore Orioles, Pittsburgh Pirates and Chicago Cubs. Feigenbaum & Wermen, Philadelphia, Bayuk agency, is placing commercials on 16 television and 39 radio stations in seven states, for total 613 games, completely or partly sponsored by Phillies cigars.

FIGHT BACKERS • The Mennen Co., Morristown, N. J., through McCann-Erickson, N. Y., and Miles Labs, Elkhart, Ind., through Geoffrey Wade, Chicago, will co-sponsor lightweight championship fight Wednesday (May 7) 10 p.m. on CBS. Fight, between champion Joe Brown and contender Ralph Dupas, will originate in Houston, Tex.

RADIO BONANZA • Lewis Howe Co. (Tums), St. Louis, ordering through Chicago office of McCann-Erickson $250,000-plus radio campaign in 40-50 markets effective immediately and running through Oct. 5. Agency's New York office is looking for nighttime television series to start in fall.

GAS GET-TOGETHER • Five natural gas companies in Pennsylvania, Ohio and West Virginia using radio-tv in campaign placed by Ketchum, MacLeod & Grove Inc., Pittsburgh, for spring and summer. In drive to help home-builders sell "all-gas" homes, firms are using total 400 radio commercials on nine stations and 200 tv spots on six stations. Cooperating sponsors: Equitable Gas Co., Manufacturers' Light and Heat Co. and Peoples Natural Gas Co., all Pittsburgh; East Ohio Gas Co., covering four Ohio cities, and Hope Natural Gas Co. of northern West Virginia.

BACK VIA MARS • Mars Inc., Chicago, has renewed alternate week sponsorship of Screen Gems' half-hour tv film series, *Circus Boy,* over NBC-TV (11:30 a.m.-noon), starting next fall, and has signed for alternate-week, quarter hour sponsorship of *Ruff and Reddy* cartoon series on NBC-TV (Sat. 10:30-11 a.m.), starting in fall. Agency: Knox-Reeves, Minneapolis.

AGREE ON 'PRICE' • Lever Bros. and Speidel Corp. will alternately sponsor NBC-TV's *The Price Is Right* (Mon. 7:30-8 p.m.) when that program moves to Wednesday 8:30-9 p.m. in fall. *The Price Is Right* will move to Thursday 10-10:30 p.m. timeslot replacing Lever's *Lux Show Starring Rosemary Clooney,* for summer months starting June 26. Agencies are Norman, Craig & Kummel for Speidel and J. Walter Thompson for Lever.

NO LET-DOWN • Grove Labs Inc. (No Doz), St. Louis, has bought 69 "Impact" segments on CBS Radio to run 23 weeks, effective immediately. Agency is Garfield Adv. Inc., S. F.

PROMISED FOR FALL • Grayshow Toy Co., Atlanta, currently testing tv on WABC-TV and WABD (TV) New York, plans expansion to 20 markets starting in fall. Paramount Enterprises Inc., (Planters Gold potting soil), N. Y., testing tv in Syracuse, plans tv drive in fall as part of $500,000 campaign. Both accounts placed through Lee Stockman Agency, N. Y.

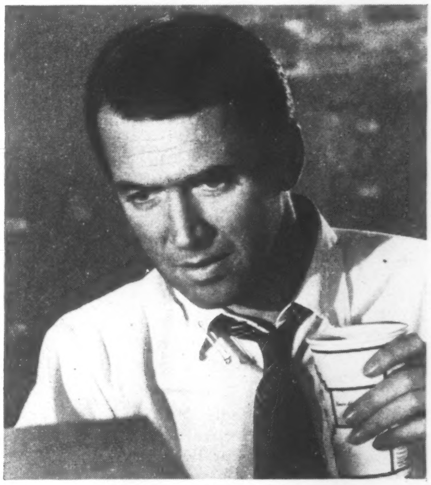
ABC AGENDA • Ex-Lax Inc., Brooklyn, N. Y., through Warwick & Legler, N. Y., has signed as co-sponsor of ABC Radio's *Weekday Newscasts* for 39 weeks; GMC Truck & Coach division, through Kudner, both Detroit, has purchased 26-week contract for the network's *Late Sports-Howard Cosell* (Mon.-Fri. 6:45-6:50 p.m.); Kitchen Art Foods (Py-O-My mixes), through Wright, Campbell & Suitt, both Chicago, has purchased segments of Don McNeill's *Breakfast Club* (Mon.-Fri. 9-10 a.m.), and Miller Brewing Co., through Mathisson & Assoc., both Milwaukee, will participate in 50 ABC Radio newscasts weekly for 26 weeks. All contracts are effective immediately.

"PREMIERE PERFORMANCE"

...one of the big new TV programs on the BIG NIGHT coming to TV this fall...

AT WAR WITH THE ARMY
Dean Martin, Jerry Lewis

THIS ABOVE ALL
Tyrone Power, Joan Fontaine



CALLING NORTHSIDE 777
James Stewart, Lee J. Cobb

MY GAL SAL
Rita Hayworth, Victor Mature

STATE FAIR
Jeanne Crain, Dana Andrews

THE RAINS CAME
George Brent, Myrna Loy

These are just a few of the 39 truly great 90-minute programs that will be seen on "Premiere Performance," returning in the fall for its second triumphant year on the air.

Produced by those master creators of superb entertainment—20th Century-Fox and Paramount—it features noted stars in noted stories by noted writers . . . that are sure to attract millions of TViewers.

So note the fact that it's all part of the Big Night that . . . combined with three great new half-hour series . . . is coming to TV this fall on TV stations associated with . . .

America's dynamic new NTA FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300

LATEST RATINGS

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for April 1-7

Rank		Rating
1.	*Gunsmoke*	34.9
2.	*The Restless Gun*	33.4
3.	*The Perry Como Show*	29.8
4.	*The Bob Hope Show*	28.8
5.	*Danny Thomas*	28.0
6.	*The Price Is Right*	27.5
7.	*Wells Fargo*	27.4
8.	*I've Got a Secret*	25.8
9.	*What's My Line*	25.3
10.	*Wyatt Earp*	24.8

Copyright 1958 Trendex Inc.

PULSE

TOP NETWORK PROGRAMS

Tv Report for March

Once-A-Week

Rank		Rating Mar.	Feb.
1.	*Gunsmoke*	38.7	38.2
2.	*Perry Como*	37.3	38.3
3.	*Playhouse Ninety*	36.6	34.5
4.	*Bob Hope*	34.5	
5.	*Danny Thomas*	32.6	34.2
6.	*Loretta Young*	29.2	28.7
7.	*Groucho Marx*	28.8	29.4
8.	*Have Gun, Will Travel*	28.8	25.9
9.	*Climax*	28.4	27.5
10.	*December Bride*	28.1	28.9
11.	*Wyatt Earp*	27.7	26.5
12.	*Shirley Temple Storybook*	27.4	28.9
13.	*Tales of Wells Fargo*	27.1	
14.	*Lineup*	26.8	27.9
15.	*Father Knows Best*	26.7	25.8
16.	*I've Got a Secret*	26.7	27.2
17.	*Person To Person*	26.1	28.2
18.	*Restless Gun*	26.1	
19.	*This Is Your Life*	26.0	
20.	*Steve Allen*	25.9	

Multi-weekly

Rank		Rating Mar.	Feb.
1.	*Mickey Mouse Club*	17.6	17.0
2.	*CBS News*	12.5	12.3
3.	*Art Linkletter*	11.7	11.3
4.	*Price Is Right*	11.4	11.9
5.	*Queen For a Day*	11.2	10.9
6.	*American Bandstand*	10.1	9.6
7.	*Verdict Is Yours*	9.8	9.4
8.	*Guiding Light*	9.7	9.4
9.	*Search For Tomorrow*	9.5	9.2
10.	*Captain Kangaroo*	9.4	9.6

Copyright 1958 Pulse Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for March 8-22

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Gunsmoke*	19,125
2.	*Tales of Wells Fargo*	16,703
3.	*Perry Como Show*	16,023
4.	*Cheyenne*	15,938
5.	*Danny Thomas Show*	15,725
6.	*I've Got a Secret*	15,640
7.	*Wagon Train*	15,555
8.	*Have Gun, Will Travel*	15,513
9.	*Ed Sullivan Show*	15,088
10.	*Restless Gun*	14,790

Rank		% Homes*
1.	*Gunsmoke*	46.0
2.	*Tales of Wells Fargo*	40.4
3.	*Cheyenne*	39.8
4.	*Perry Como Show*	38.9
5.	*Wagon Train*	38.2
6.	*Have Gun, Will Travel*	37.7
7.	*Danny Thomas Show*	37.6
8.	*I've Got a Secret*	37.2
9.	*Restless Gun*	36.5
10.	*Ed Sullivan Show*	36.0

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	18,615
2.	*Tales of Wells Fargo*	15,768
3.	*Have Gun, Will Travel*	14,960
4.	*Danny Thomas Show*	14,918
5.	*I've Got a Secret*	14,578
6.	*Restless Gun*	13,940
7.	*Wyatt Earp*	13,898
8.	*You Bet Your Life*	13,345
9.	*GE Theatre*	13,303
10.	*Cheyenne*	13,048

Rank		% Homes*
1.	*Gunsmoke*	44.8
2.	*Tales of Wells Fargo*	38.1
3.	*Have Gun, Will Travel*	36.4
4.	*Danny Thomas Show*	35.7
5.	*I've Got a Secret*	34.7
6.	*Restless Gun*	34.4
7.	*Wyatt Earp*	33.8
8.	*Cheyenne*	32.6
9.	*GE Theatre*	32.5
10.	*You Bet Your Life*	32.0

Tv Report for March 23-April 5

TOTAL AUDIENCE

Rank		No. Homes (000)
1.	*Academy Awards-1958*	22,695
2.	*Gunsmoke*	18,998
3.	*Tales of Wells Fargo*	16,490
4.	*Perry Como Show*	16,405
5.	*Danny Thomas Show*	16,363
6.	*Cheyenne*	15,003
7.	*Wyatt Earp*	14,790
8.	*Have Gun, Will Travel*	14,620
9.	*I've Got a Secret*	14,535
10.	*Restless Gun*	14,450

Rank		% Homes*
1.	*Academy Awards*	54.7
2.	*Gunsmoke*	45.8
3.	*Tales of Wells Fargo*	39.8
4.	*Perry Como Show*	39.6
5.	*Danny Thomas Show*	39.2
6.	*Cheyenne*	37.3
7.	*Wyatt Earp*	36.3
8.	*Restless Gun*	35.7
9.	*Sugarfoot*	35.5
10.	*Have Gun, Will Travel*	35.4

AVERAGE AUDIENCE

Rank		No. Homes (000)
1.	*Academy Awards-1958*	19,210
2.	*Gunsmoke*	18,105
3.	*Tales of Wells Fargo*	15,513
4.	*Danny Thomas Show*	15,173
5.	*Have Gun, Will Travel*	14,110
6.	*Restless Gun*	13,898
7.	*I've Got a Secret*	13,770
8.	*Wyatt Earp*	13,728
9.	*GE Theatre*	13,218
10.	*Alfred Hitchcock Presents*	13,090

Rank		% Homes*
1.	*Academy Awards*	46.3
2.	*Gunsmoke*	43.6
3.	*Tales of Wells Fargo*	37.5
4.	*Danny Thomas Show*	36.3
5.	*Restless Gun*	34.3
6.	*Have Gun, Will Travel*	34.2
7.	*Wyatt Earp*	33.7
8.	*I've Got a Secret*	32.8
9.	*GE Theatre*	32.3
10.	*Alfred Hitchcock Presents*	31.9

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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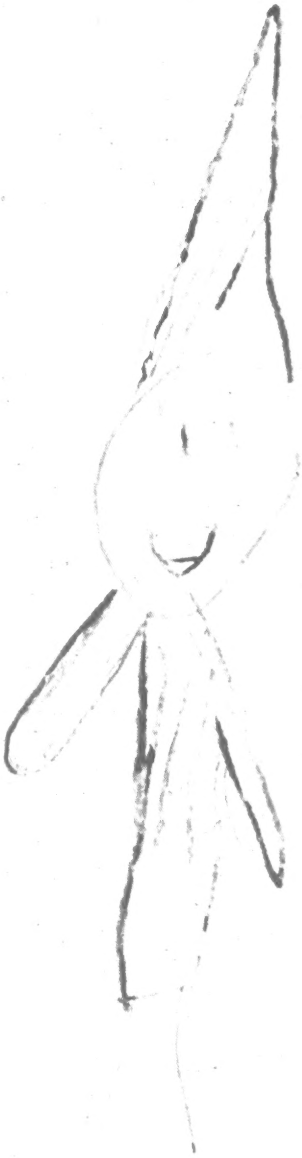
BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen Show (NBC-150): S. C. Johnson (NL&B), Greyhound (Grey), U. S. Time (Peck), alternating Sun. 8-9 p.m.
Academy Awards (NBC-179): Motion Picture Assn. of America, March 26, 10:30 p.m.-12:15 a.m.
American Bandstand (ABC-81): participating sponsors, Mon.-Fri. 3-3:30 p.m.
Captain Kangaroo (CBS-114): participating sponsors, Mon.-Fri. 8-9 a.m.
CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.
Cheyenne (ABC-99): General Electric (Y&R), Tues. 8:30-9 p.m.
Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.
Father Knows Best (NBC-105): Scott Paper (JWT), Wed. 8:30-9 p.m.
GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.
Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.
Gunsmoke (CBS-161): Liggett and Myers (D-F-S), Remington Rand (Y&R), alternating, Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-125): Lever (JWT), American Home Products (Bates) alternating, Sat. 9:30-10 p.m.
Alfred Hitchcock Presents (CBS-145): Bristol Myers (Y&R), Sun. 9:30-10:00 p.m.
Bob Hope (NBC-139): U.S. Time Corp. (Peck), Sun. 9-10 p.m.
Bob Hope Show (NBC-157): Johnson Motors (JWT), Dutch Masters Cigars (EWR&R), Sat. April 5, 9-10 p.m.
I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Lineup (CBS-162): Brown & Williamson (Bates), Procter & Gamble (Y&R), alternating, Fri. 10-10:30 p.m.
Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.
Groucho Marx (NBC-177): DeSoto (BBDO), Toni (North), alternating, Thurs. 8-8:30 p.m.
Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.
Person to Person (CBS-179): Time Inc. (Y&R), Amoco Gas (Katz), Hamm Brewing Co. (C-E), alternating, Fri. 10:30-11 p.m.
Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.
Price Is Right (NBC-118): participating sponsors, Mon.-Fri. 11-11:30 a.m.
Queen for a Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.
Restless Gun (NBC-107): Warner Lambert (SSC&B), Mon. 8-8:30 p.m.
Search for Tomorrow (CBS-129): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.
Shirley Temple Storybook (NBC-161): National Dairy, Hill Bros., Breck (all Ayer), fill in.
Dinah Shore Show (NBC-144): Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.
Sugarfoot (ABC-119): American Chicle (Bates): Tues. Colgate-Palmolive (Bates); Ludens (Mathes). 7:30-8:30 p.m.
Ed Sullivan Show (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.
Tales of Wells Fargo (NBC-147): Buick (Kudner), American Tobacco (SSC&B), alternating, Mon. 8:30-9 p.m.
The Price Is Right (NBC-118): participating sponsors, Mon. 7:30-8 p.m.
This Is Your Life (NBC-138): Procter & Gamble (B&B), Wed. 10-10:30 p.m.
Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.
Verdict Is Yours (CBS-121): participating sponsors, Mon.-Fri. 3:30-4 p.m.
Wagon Train (NBC-152): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), alternating, Wed. 7:30-8 p.m.
What's My Line (CBS-157): Helene Curtis (M&E), Remington Rand (Y&R), alternating, Sun. 10:30-11 p.m.
Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), alternating, Tues. 8:30-9 p.m.
You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North), Thurs. 8-8:30 p.m.
Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.



LiTTle ReD
riDing hooD
WenT To
her grANDmo-
Ther
house
You Know
The end

Some things you can take for granted—like the end of the Little Red Riding Hood story—and the way WMT-TV covers Eastern Iowa.

WMT-TV • Channel 2 • Mail Address: Cedar Rapids • National Reps: The Katz Agency

LEGITIMATE CLIENTS

Broadway legitimate theatre productions, which have concentrated their advertising heretofore in the printed media almost exclusively, have signed for spot campaigns on WRCA-TV New York. James Barry, sales manager of the station, reported that three-week campaigns during late April and early May have been bought for "Li'l Abner," through Blaine-Thompson Co., New York, and for "Jamaica," through Cole, Fisher & Rogow, New York. A two-week spot tv effort on behalf of "Say, Darling," through Grey Adv., New York, is scheduled to begin today (Monday) on WRCA-TV.

NBC Spot Sales Queries Panel

NBC Spot Sales last week distributed its second questionnaire to the 1,200 members of its timebuyer opinion panel, seeking their opinion on various questions dealing with local radio programming. The first questionnaire last month covered the use of ratings by radio-tv timebuyers.

The latest questionnaire sought answers from timebuyers on their opinion of "top 40 tunes" stations, standard music and news stations and varied programming stations; the handling of news programs by stations and the type of information to be included in the station's profile that buyers could find useful.

AGENCY APPOINTMENTS

Lanolin Plus Inc. (cosmetics and toiletries), Chicago, appoints Erwin Wasey, Ruthrauff & Ryan, that city, effective July 1, replacing Kastor, Farrell, Chesley & Clifford Inc., N. Y.

C. F. Mueller Co. (macaroni and sauce products), Jersey City, N. J., appoints Doherty, Clifford, Steers & Shenfield, N. Y., effective May 1, replacing Calkins & Holden, N. Y.

Brook Hill Farms Inc. (milk concentrate), Chicago, appoints Edward H. Weiss & Co., that city.

Strauss Stores Corp., Maspeth, N. Y., appoints Jay Gabriel Bumberg Assoc., N. Y., as coordinating consultants on advertising and sales promotion for its chain of stores.

International Automotive Service Industries Show has named L. W. Ramsey for its 1959 show, sponsored by Motor Equipment Manufacturers Assn., Motor Equipment Wholesalers' Assn. and National Spare Parts Assn.

A & A SHORTS

Robinson, Adleman & Montgomery, Philadelphia, moves to new offices at 2016 Walnut St.

Communications Counselors Inc., public relations affiliate of McCann-Erickson, N. Y., has moved to 750 Third Ave., on 20th and 21st floors.

WPIX (TV) Puts Own Properties Into Film Syndication Circuit

WPIX (TV) New York last week claimed an independent station "first" by announcing it would enter the film syndication business. The properties involved: "The Russian Revolution," a 60-minute documentary on the fall of the Czar and the subsequent rise of the Soviet first aired April 1 on the station, and an hour-long film document, "The Private Life of a Dictator," culled from the archives of Adolf Hitler's Nazi Germany, scheduled for WPIX airing later this year.

Though stations have sometimes sold kinescope recordings of their live programs, e.g., WCBS-TV New York's sale of "Sunrise Semester" to Westinghouse Broadcasting Co., WPIX's move reportedly marks the first time a station has gone into the business of selling its own film productions. In both "Revolution" and "Dictator," WPIX pieced together a tv program from newsreel footage formerly shown in theatres only.

While WPIX will make these films available to stations in both the U. S. and Canada, it does not propose to set up a national sales force, according to vice president-general manager Fred M. Thrower. The films, said Mr. Thrower, will be offered on a "first come, first served basis." He disclosed that some 20 stations—unsolicited—have already "come forward to negotiate purchase."

N.Y. Film Producer's Campaign Gets Impetus From Civic Action

As part of the continuing effort by the Film Producers Assn. of New York to accelerate the growth of film production in the city, FPA representatives and 12 city commissioners will meet Wednesday to explore ways the city can assist in the campaign.

The meeting was arranged by Stanley H. Lowell, first executive assistant to Mayor Robert F. Wagner of New York in line with the mayor's expressed desire to "create an atmosphere of enthusiasm for production of films of all types and to examine rules and regulations which affect the film industry in an attempt to modernize, revise and alleviate them, when necessary."

Representing FPA at the meeting will be Nathan Zucker, president, and David I. Pincus, chairman of its civic codes and regulation committee. Membership in FPA numbers 34 producers of tv film commercials and theatrical and non-theatrical film, and 14 associates in the laboratory, recording equipment, special effects and other service fields in the New York area.

FILM SALES

ABC Film Syndication reports that its "Galaxy 20" package of feature films has been sold in total of 40 markets, with latest sales to WBBM-TV Chicago; WWJ-TV Detroit; WKRC-TV Cincinnati and WBNS-TV Columbus, both Ohio; WBEN-TV Buffalo, N. Y.; WISH-TV Indianapolis; KHQ-TV Spokane, Wash.; WDSU-TV New Orleans; WREC-TV Memphis and WDEF-TV Chattanooga both Tennessee, and WBTV (TV) Charlotte, N. C.

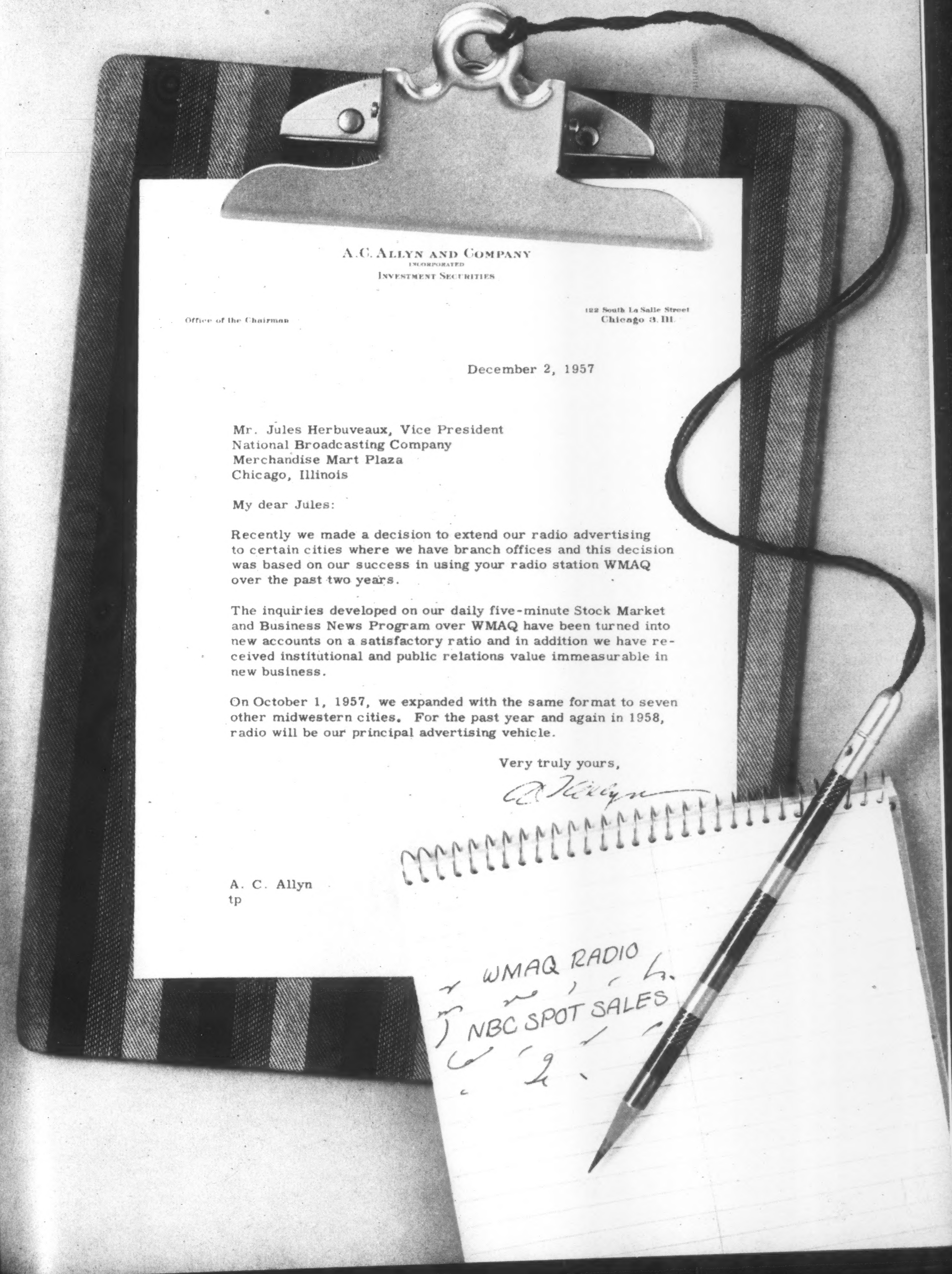
Screen Gems, N. Y., reports sale of 30 feature films from Columbia and Universal library to WCBS-TV New York. SG also reports sale on *Father Knows Best* half-hour tv film series to Procter & Gamble for showing on WAPA-TV San Juan, P. R.; San Antonio industries for showing on station in Panama still unselected, and to YSEB-TV El Salvador. Company also reports sale of its "Triple Crown" package of Columbia feature films to nine stations, raising number of total markets sold to 70. Latest purchasers are KTRK-TV Houston; WNAC-TV Boston; WCBS-TV New York; WTMJ Milwaukee; WTIC-TV Hartford, Conn.; KPTV (TV) Portland, Ore.; KHQA-TV Quincy, Ill.; KID-TV Idaho Falls, Idaho, and WCIA-TV Champaign, Ill.

Ziv Television Programs, N. Y., reports that total sales on its *Target* half-hour tv film series have reached 114 markets, with latest sales to Schlitz Brewing Co. for KLZ-TV Denver and KMID-TV Midland, Tex.; Globe Brewing Co. for WBAL-TV Baltimore; Ventre Packing Co. for WSYR-TV Syracuse and WTRI-TV Schenectady, both New York; Child's Big Chain Store for KCMC-TV Texarkana, Tex., and KSLA-TV Shreveport, La.

Associated Artists Productions announced new sales of its "Vanguard" 52 feature package of Warner Bros. films to: KNAC-TV Fort Smith, Ark.; WSB-TV Atlanta; KGBT-TV Harlingen, Tex.; WWTV (TV) Cadillac, Mich., and WBOC-TV Salisbury Md. KOSA-TV Odessa, Tex., bought remaining 350 Warner Bros. features after its initial purchase of half of library; KPIX (TV) San Francisco added to its original Warner Bros. purchase. KLIX-TV Twin Falls, Idaho, and KFYR-TV Bismarck, N. D., bought Popeye and Warner; WALB-TV Albany, Ga., Popeye, and KGBT-TV and KNAC-TV, Warner cartoons. In "Gold Mine" package, sales were to WJTV (TV) Jackson, Miss. (52 westerns), and KNAC-TV, extension of original contract. AAP's second 52-feature package, "Jupiter," went on sale April 17.

California National Productions has released reports of advertiser buys of *Union Pacific* film series during March. Among them: Consumer Co-Op Assn. (supermarket chain), through Biddle Co., for KVTV (TV) Sioux City; KELO-TV Sioux Falls, S. D.; KCKT (TV) Great Bend, Kan., and KHOL-TV Kearney, Neb.; Lee Optical Co. in Texas on KDUB-TV Lubbock, KSYD-TV Wichita Falls, KPAR-TV Sweetwater, KEDY-TV Big Spring, KFDA-TV Amarillo, and KOSA-TV Odessa.

Ziv Television Programs, N. Y., reports that total market sales on its *Science Fiction Theatre* half-hour tv film series has reached 183, with latest sales to KMGM-TV Minneapolis, Minn.; WGR-TV Buffalo, N. Y.; WFMJ-TV Youngstown, Ohio; KOIN-TV Portland, Ore.; KONO-TV San Antonio, Tex.; WTVJ (TV) Miami; WDBJ-TV Roanoke, Va.; WDSU-TV New Orleans and KRBC-TV Abilene, Tex.



A.C. ALLYN AND COMPANY
INCORPORATED
INVESTMENT SECURITIES

Office of the Chairman

122 South La Salle Street
Chicago 3, Ill.

December 2, 1957

Mr. Jules Herbuveaux, Vice President
National Broadcasting Company
Merchandise Mart Plaza
Chicago, Illinois

My dear Jules:

Recently we made a decision to extend our radio advertising to certain cities where we have branch offices and this decision was based on our success in using your radio station WMAQ over the past two years.

The inquiries developed on our daily five-minute Stock Market and Business News Program over WMAQ have been turned into new accounts on a satisfactory ratio and in addition we have received institutional and public relations value immeasurable in new business.

On October 1, 1957, we expanded with the same format to seven other midwestern cities. For the past year and again in 1958, radio will be our principal advertising vehicle.

Very truly yours,

A. C. Allyn
tp

SENATE READIES NEW TV HEARINGS

- **Magnuson announces two-pronged investigation**
- **Allocations, May 27; network regulation, June 2**

The Senate Commerce Committee will hold double-barrelled hearings on television in late May and June, Chairman Warren Magnuson (D-Wash.) announced last week.

Hearings on the "general question" of tv allocations and on tv services to small communities will be held May 27-30. These will be followed by hearings, beginning June 2, on Sen. John Bricker's bill (S 376) to place the networks under direct regulation of the FCC [CLOSED CIRCUIT, April 28].

Also, Kenneth Cox, Seattle attorney who served as special counsel of the committee during previous all-encompassing probes of television, will return to Washington on a temporary basis to handle both of the newly-announced hearings.

Sen. Magnuson said members of the FCC will be called to testify during the "general hearings" on steps taken by the Commission in line with recommendations made by the committee in a special allocations report issued in the summer of 1956 [AT DEADLINE, July 23, 1956]. In that report, adopted by a 12-3 vote, the committee approved the long-range proposal for shifting all, or a major portion, of tv to uhf; approved the Commission's plan of selective deintermixture, and expressed concern over communities allocated uhf channels only "located well within the service area of a metropolitan market with three or more vhf stations."

The Senate committee began a three-phase investigation of television in 1954 when Sen. Bricker was chairman. It was continued during the 84th Congress—when the Democrats gained control and Sen. Magnuson became chairman—and in the current 85th. Several interim and staff reports have been issued and two more have been drafted and now are in committee hands for future disposal. The subjects have been tv network practices, uhf-vhf problems and pay tv.

Sen. Bricker has been pushing for hearings on his network-control bill, first introduced in May 1954, since last January. A public airing had been held up because of the committee's heavy load of hearings on broadcasting and other matters as well as the FCC's involvement in its Barrow report hearings.

The Commission is certain to be asked to go on the witness stand to state its views on the Bricker bill and to comment on charges made against network option time, must-buys and other practices condemned in a staff report authored by Mr. Cox [LEAD STORY, July 1, 1957]. The Barrow report makes similar charges and the FCC's own hearings resume next week. Therefore, observers predict the FCC will be reluctant to testify on the Bricker bill pending a final report on its own study.

Still ranking minority member of the Commerce Committee, Sen. Bricker praised the chairman's action in setting the network regulation bill for hearing. "I am convinced the interests of the American viewing public can best be served if the FCC has some sort of regulatory control over the tv networks," the Ohio Republican stated. "The rapid growth of the television industry in the past five or six years and the prospects for its continued growth and resultant influences on the American way of life make it imperative that the FCC have supervision over networks, which control the prime evening-hour times when most tv sets are in use."

Sen. Bricker also said he was "pleased" that Mr. Cox will return to Washington to act as the committee's counsel for the new series of hearings. "Mr. Cox is an able attorney who demonstrated his ability during his previous service," he said. "I am confident he will be of assistance again."

The Commission does not have any direct authority over the networks as such but does exercise indirect control through its licensing of network-owned stations.

Program Control Asked In Duke Review Piece

The FCC ought to hold broadcasters to their program promises, a former newscaster has suggested.

And, the same man recommended that the Commission issue and enforce regulations specifying how much commercial time there should be in relation to program time.

The suggestions come from attorney Roger Kennedy, formerly on the NBC public affairs staff, writing in the Autumn 1957 issue of the Duke U. Law School's quarterly, issued two weeks ago.

"Many broadcasting executives, embarrassed by their brethren," Mr. Kennedy wrote, "would welcome a statement in clear words from the Commission that it will no longer treat the honest and the contemptuous alike."

Proposed program plans "are produced cynically, almost whimsically" by some applicants, Mr. Kennedy said. But, he added, if licenses were revoked for failure to build according to these blueprints, "the public would be immediately dazzled with the wonders the industry can perform."

Mr. Kennedy stated that the FCC's concern with the quality of programming is almost non-existent. The Commission requires stations to carry public service programs, Mr. Kennedy said, but it seems to be uninterested in whether they are good or bad. "It is time use that impresses the FCC," he said, "not quality."

Mr. Kennedy suggested that the FCC could require stations to carry public affairs programs in prime evening hours. This would cause stations and networks to upgrade these programs so as not to lose audience, he explained. This improvement might even attract sponsors, Mr. Kennedy speculated.

The attorney defended network ownership of stations. The better programs come from multiple owners, he said, and if networks were forced to divest themselves of their o&o stations, the net result might be poorer programs for the public.

Mr. Kennedy's article was one of nine in the Duke U. quarterly. The issue was devoted to radio and television. The next issue, winter 1957-58, due out soon, is expected to continue the study of radio and tv law, with particular emphasis on Sec. 315 of the Communications Act. This provision forbids any censorship of political candidates' speeches by station operators.

In other articles:

Ben C. Fisher, Washington attorney (Fisher, Wayland, Duvall & Southmayd) and one of the lawyers in the three-year-old Spartanburg ch. 10 case (now awaiting its fourth court decision), urged that the 1952 McFarland Act amendments to the Communications Act be revised to give the FCC more discretion. He expressed the feeling that the McFarland Act provisions separating commissioners from staff members in adjudicatory cases "have not insulated the Commission from Congress, the executive or the public," and have resulted in a serious loss of administrative flexibility, efficiency and expedition.

Jeremiah Courtney and Arthur Blooston, Washington attorneys for mobile and industrial radio licensees, bluntly stated that the answer to the "squeeze" on spectrum space for mobile radio users is "obtaining more space from those services which have an overly generous allocation and do not fully use it." There was no mistaking that they were referring to uhf television bands and fm. They also expressed the hope that the Commission would accept the principle of geographical assignments, permitting a number of different services to share frequencies in one locality.

Others writers were Ralph S. Brown, Yale U. law professor; Rep. Emanuel Celler (D-N. Y.); Victor R. Hansen, Assistant Attorney General; Warren E. Baker, FCC general counsel; Roscoe L. Barrow, Cincinnati U. Law School; and Richard S. Salant, Thomas K. Fischer and Leon R. Brooks, CBS attorneys. Their articles were general commentary on various aspects of radio-tv law—ranging from antitrust and the broadcasting industry to the rule-making functions of the FCC.

Senator Seeks More FTC Control For Cigarette Advertising

Sen. Richard L. Neuberger (D-Ore.) called last week for more authority for the Federal Trade Commission to control cigarette advertising. "Virtually all cigarette advertising—particularly on television and radio—is designed to make the use of cigarettes appealing and acceptable to young people," the senator said, calling this "injurious to our country."

He entered in the *Congressional Record* an announcement of a study of hospital patients by the Sloan-Kettering Institute for Cancer Research, finding smaller incidence of lung cancer and heart disease among Seventh-day Adventist men (non-smokers) than others. Sen. Neuberger has not submitted any new legislation but his office is looking into the question, an assistant said.

the SWING is to ABC

AND

KMBC-TV

in Kansas City

when the most families watch TV the most!

—during the hours from 3 p.m. to 10 p.m. (ARB Report), or from 3 p.m. to 9 p.m. (Nielsen Report). Study the latest available survey figures below. In this valued 3 p.m. to 10 p.m. time segment, **KMBC-TV leads, all the way!**

And in addition to presenting the programs that are most popular in the Heart of America, KMBC-TV, the Area's most-powerful TV station with a 1,079-foot "tall tower."

REACHES 31,943 MORE FAMILIES IN ITS CLASS A SERVICE AREA than any other Kansas City TV station! For full minute (not just chain break) availabilities, see your Peters, Griffin, Woodward Colonel.

NIELSEN 4-Wk. SURVEY—MAR. '58—METRO AREA
TOTAL HOMES REACHED—KANSAS CITY
(Based on Quarter-Hour Homes Reached by All Stations)

STATION X (KMBC-TV)	3 p.m. to 6 p.m. (Mondays through Fridays)	72,100 homes	KMBC-TV Leads by
	6 p.m. to 9 p.m. (Sundays through Saturdays)	106,400 homes	
	KMBC-TV TOTAL	178,500 HOMES	
STATION Y	3 p.m. to 6 p.m. (Mondays through Fridays)	61,100 homes	3.6% Over Second Station
	6 p.m. to 9 p.m. (Sundays through Saturdays)	111,200 homes	
	STATION Y TOTAL	172,300 HOMES	
STATION Z	3 p.m. to 6 p.m. (Mondays through Fridays)	55,400 homes	14.6 % Over Third Station
	6 p.m. to 9 p.m. (Sundays through Saturdays)	100,300 homes	
	STATION Z TOTAL	155,700 HOMES	

ARB 4-Wk. SURVEY—JAN. '58—METRO AREA
(Sundays through Saturdays)
Station Share of Sets-In-Use Summary

STATION X (KMBC-TV)	3 p.m. to 6 p.m.	42.2% share	KMBC-TV Leads by
	6 p.m. to 10 p.m.	33.1% share	
	Total	75.3	
STATION Z	3 p.m. to 6 p.m.	29.4% share	20.3% Over Second Station
	6 p.m. to 10 p.m.	33.2% share	
	Total	62.6	
STATION Y	3 p.m. to 6 p.m.	28.4% share	21.2% Over Third Station
	6 p.m. to 10 p.m.	33.7% share	
	Total	62.1	

**IN NETWORK OR STATION-PRODUCED SHOWS . . .
KMBC-TV LEADS! ARB Report – January, '58**

Highest-Rated Network Show KMBC-TV
WYATT EARP
(Also Kansas City's highest-rated once-weekly show and highest-rated night-time show)

Highest-Rated Children's Show KMBC-TV
MICKEY MOUSE CLUB
(Also Kansas City's highest-rated multi-weekly show and highest-rated day-time show)

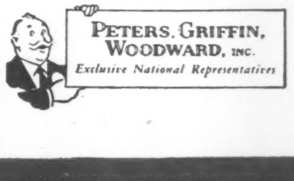
Highest-Rated Newscast KMBC-TV
THE TEN O'CLOCK NEWS
(Also Kansas City's highest-rated station-produced local live show)

Highest-Rated Sportscast KMBC-TV
SAM MOLEN'S SPORTS

Highest-Rated Weathercast KMBC-TV
CHANNEL 9 WEATHER GIRL

Highest-Rated Women's Show KMBC-TV
HAPPY HOME THEATRE
(With Bea Johnson, McCall Award Winner, now seen Wednesdays at noon in a new, full-hour "how to do it" show titled "Here's How"—a women's show "spectacular")

For full-minute (not just chainbreak) availabilities, call your PGW Colonel!



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

CHANNEL 9
KMBC-TV
11th and Central, Kansas City 5, Mo.
Telephone HArrison 1-2850

DON DAVIS, *President*
JOHN SCHILLING, *Executive Vice President*
GEORGE HIGGINS, *Vice President and Sales Manager*
MORI GREINER, *Manager, KMBC-TV*

And in Radio, it's the KMBC-KFRM Team

1st in Heart of America **KMBC *of* Kansas City—KFRM *for* the State of Kansas**

Back to work

on all fronts

The nation's broadcasting executives are home from an inspiring NAB Convention.

As we stood on the sidelines in Los Angeles, it occurred to us that ways to solve TV-Radio problems multiply almost as fast as the problems themselves. This is an encouraging state of affairs, as opportunities and blessings are counted.

It has been our good fortune over the years to work with many station owners and industry people, making a contribution here and there that was helpful.

We, too, are finding more ways to solve problems put to us.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale
of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. NAtional 8-1990
NEW YORK 60 East 42nd Street MUrray Hill 7-4242
CHICAGO 35 East Wacker Drive RAndolph 6-6760
DENVER 1700 Broadway AComa 2-3623

HARRIS PROMISES STRONGER AGENCIES

- **DCBA talk hits foul play**
- **Further hearings on tap**

Chairman Oren Harris (D-Ark.) of the House Legislative Oversight Subcommittee last week told the Administrative Law Section of the District of Columbia Bar Assn. that his committee will seek to make the FCC and other regulatory agencies stronger—not weaker.

"I should like to make it perfectly clear that I have no intention of destroying or discrediting the independent regulatory agencies. . . . I have no intention of character assassination or of pursuing any course other than that with justice and fair dealing," he stated in drawing liberal applause from his lawyer audience.

The subcommittee was established a year ago to determine whether the regulatory agencies are administering the laws as Congress intended and has had a stormy existence. Its first chief counsel, Bernard Schwartz, was fired and then Chairman Morgan Moulder (D-Mo.) resigned in protest. Lengthy hearings were held on the FCC's grant of ch. 10 Miami to National Airlines and on misconduct charges lodged by Dr. Schwartz against the commissioners. The hearings resulted in national headlines and the resignation under fire of Comr. Richard A. Mack.

Rep. Harris said the subcommittee will hold further hearings as soon as the staff has had time to develop the facts. These hearings will come within the next two or three weeks, he said, but did not indicate which of the six agencies will be on the firing line.

In an obvious reference to charges made by Dr. Schwartz, Rep. Harris said that, contrary to public claims, the committee until recently had very little information in its files other than on the Miami ch. 10 case. He promised that in the future "no dubious methods will be used in developing information as has occurred in the past—which I have deplored." (He was referring to the secret use of a wire recorder in a subcommittee interview of Comr. Mack.)

Rep. Harris said that hearings held to date revealed that over the years a pattern of "questionable conduct" had developed on the part of both commissioners and the industry. "The questionable propriety of some of this conduct has seriously undermined public confidence in the Commission. . . . It must be restored," he said.

Also, the congressman stated, information now in subcommittee files shows that ex-parte contacts have been made in many comparative tv cases other than the Miami grant. He then posed a problem which attorneys and industry have been asking:

"Since such contacts are prohibited by law . . . it is interesting to conjecture what may be the legal status of the licenses which were granted in such instances. The law is understood by the Commission and should not be winked at by it or any enforcement agency."

The Arkansas Democrat said it is obvious

Effective radio has more than two dimensions

There's far more to good radio that only depth of programming and talent can provide. That's why Bob Crane, Harry Babbitt and a host of other KNX'ers offer so much to listeners and advertisers alike. If you're buying radio stations that feature Music to Drown Commercials By, that's one thing. If, on the other hand, you'd like to set your message in an aura of believability and listener attentiveness then you want KNX. Proof? The meaningful study of listener attitudes recently completed by Motivation Analysis, Inc. offers demonstrable proof. No wonder Southern California's #1 radio station is 50,000 watt KNX... reaching more different people more often each week than any other radio station in Los Angeles.

Represented by
CBS RADIO SPOT SALES

KNX CBS RADIO LOS ANGELES

that the agencies have changed their rules or interpretations so greatly through opinions and decisions that "they [rules] are today in exact reverse position to that held a few years ago." He said the subcommittee is studying whether standards for the Commission and other agencies to consider in carrying out their functions should be written into law.

This, he said, means a study of several grants made by the FCC "only to determine whether patterns may exist. . . . Contrary to some impressions . . . it has not been and is not now our intent to review individual cases as to whether or not the proper decision was made." However, Rep. Harris stated, certain matters will naturally come to the forefront in this review, which will require specific attention and possibly hearings.

Rep. Harris hit proposals that commissioners should be set up as judges, a stand strongly advocated by the committee's former chief counsel. "[This] seems to me to do violence to the very principles and purposes under which the commissions were created," the congressman said.

Honored guests for the dinner observing National Law Day last Thursday were the chairmen of all the six regulatory agencies under investigation by Rep. Harris' committee except Chairman John C. Doerfer of the FCC.

In introducing the guests, attorney Daniel M. Gribbon explained that Comr. Doerfer was out of town (for the NAB convention in Los Angeles) "lest no inferences be drawn [by his absence]."

Nixon, Other Government Leaders Laud Radio Month Observance

A message lauding radio's role in national well-being was delivered by Vice President Richard M. Nixon just before departing for South American tour. Vice president was one of two-score national leaders who issued statements in observance of National Radio Month (May).

Calling radio "an always vital communications medium," he said it becomes "even more significant as the complexities of our life, both nationally and internationally, increase."

FCC Chairman John C. Doerfer, in Radio Month statement, said over 90% of Americans "can receive the news almost as it's happening." He added they can be alerted to national defense readiness in matter of moments as result of Conelrad program and broadcaster cooperation.

Rep. Oren Harris (D-Ark.), chairman of House Committee on Interstate & Foreign Commerce, said, "The true value of radio to all of us might best be appreciated if, for just one week or one day only, we should not have radio as our constant companion." Sen. Warren G. Magnuson, chairman of the Senate Committee on Interstate & Foreign Commerce, said, "Undoubtedly one of the keys to radio's great success lies in its basic individuality. While millions may listen, they do it individually. Stations also serve individually."

DANE SMELLS RAT IN LANGER BILL

Senate Commerce Committee hearings on a bill (S 582) which would prohibit the advertising of alcoholic beverages in interstate commerce wound up on a colorful note last week when a spectator who "just happened to wander into the hearing room" asked to testify against the measure.

Sen. Frederick Payne (R-Me.), presiding at the time, granted Mrs. Peter P. Schmidt, a native of Denmark, permission to speak. Mrs. Schmidt, after listening to the testimony for about 30 minutes, wrote down a short statement on a scrap of paper. She termed the bill a "manipulation law" and said alcoholism, like malnutrition, is a lack of the right kinds of food.

To back up this contention, she told of experiments with rats in which some were fed proper diets, others a diet lacking the necesary elements. Dishes containing alcohol and some containing water were put in the rats' cage, Mrs. Schmidt stated, and those on the correct diet drank the water while the rats with an insufficient diet spurned water in favor of the alcohol. And, she said, when the undernourished rats were fed a proper diet, they too spurned the alcohol and returned to drinking water.

"I smell a rat here [in the bill]," she said. "There is definite ill. . . . Our hopeless situation with alcoholics lies in malnutrition and this sort of bill would only tend to make a serious matter worse."

Scheduled witnesses who testified against the bill denounced it as a "back door" attempt to revive prohibition and kill the liquor industry. Other charges made against the measure, introduced by Sen. William Langer (R-N.D.) were that it is unnecessary, unsound, unfair, un-American, unconstitutional and unwarranted.

The current hearings mark the eighth time in the past 11 years that committees of Congress have held hearings on similar bills. Most of the measure's proponents were heard 10 days ago [GOVERNMENT, April 28], with some carrying over into last Tuesday's session.

As the final witness for the bill, Methodist Bishop Wilbur E. Hammaker noted that he was making his seventh appearance before Congress since 1947 seeking a ban of liquor advertising. "Since seven is a sacred number, is it not probable that the seventh hearing shall be crowned with success?" he asked.

When the opponents took over, after being shutout in their scheduled appearance the previous week, R. E. Joyce, vice president of the Distilled Spirits Institute, said Congress would establish a "dangerous legislation precedent" by singling out one industry for restriction. Moreover, he said, the liquor industry already is well regulated through voluntary actions. Advocates of the legislation look on it as "a step to their ultimate goal of the return of national prohibition," Mr. Joyce maintained.

NAB President Harold Fellows prepared a statement intended for personal delivery but which was entered in the record when he did not get to testify on schedule. Mr. Fellows was in Los Angeles last week for the NAB national convention.

"We [the broadcasting industry] oppose the bill because of the basic principle involved—it discriminates against one perfectly legitimate item of commerce," Mr. Fellows said in his prepared statement. He made these points:

Broadcasters, under their voluntary codes, already refrain from advertising hard liquor.

They handle beer and wine advertising with "care and prudence."

The amount of radio-tv time devoted to beer and wine advertising is relatively small.

Under the Langer bill, radio and tv would be the only communications media completely barred from carrying such advertising.

"The owners and managers of broadcasting facilities, of necessity, must be highly sensitive to public opinion," Mr. Fellows declared. "The industry has found, by and large, that only a minority of its audience objects to beer and wine advertisements. I am sure that if this minority were at all substantial, beer and wine advertising would be barred from the airwaves of this country without any legislation."

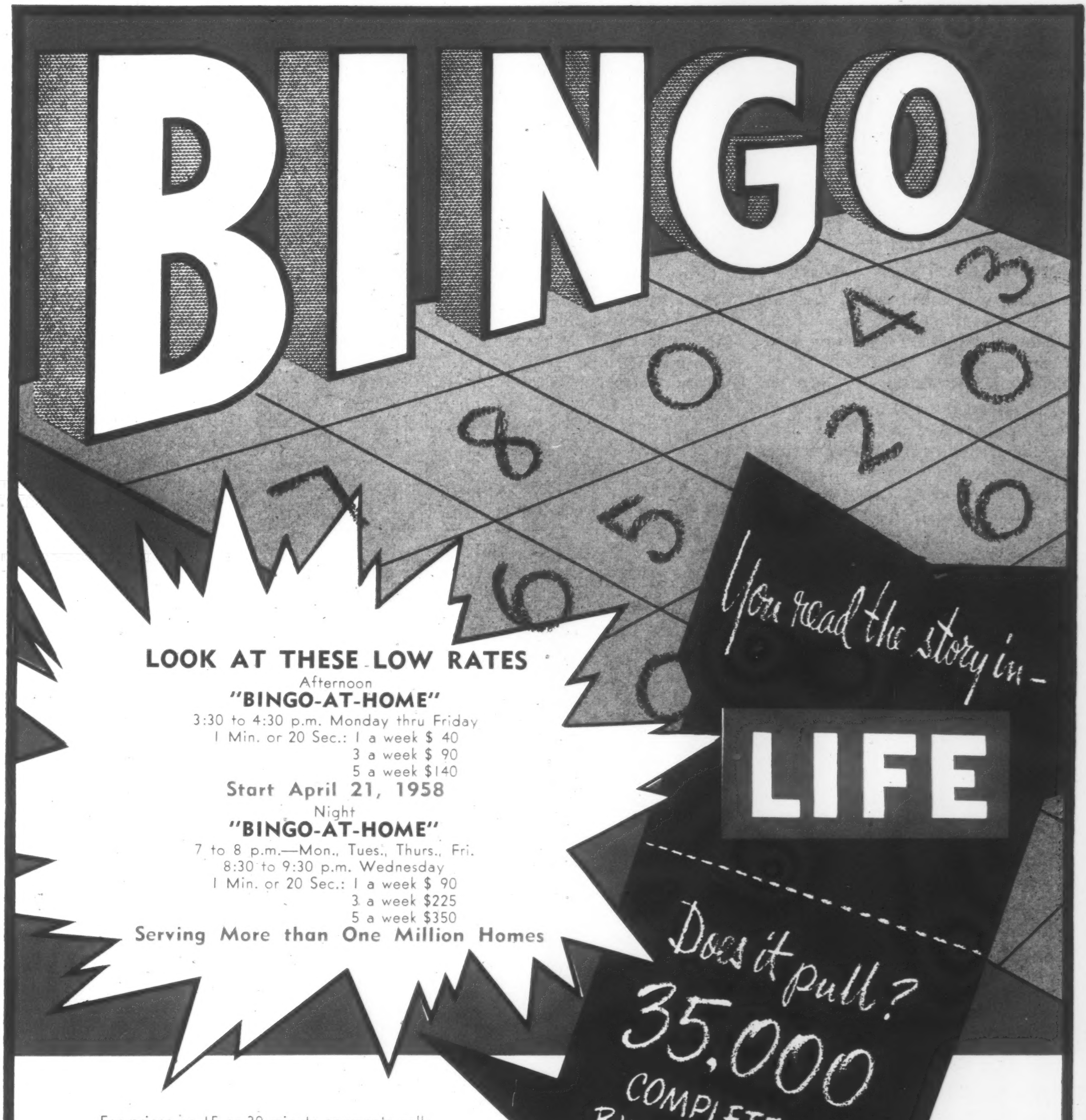
John D. Sullivan, general counsel to the Advertising Federation of America, said the bill is a "penal law." Its enactment, he charged, "would be contrary to every standard of American fair play."

Francis J. Kelty, New York State Council of Brewery Workers, charged that prohibitionists were trying to discredit the industry "by blaming it for almost every social ill since Eve ate the apple." Another witness, Linn Krummrich of the Illinois council, noted that bootleggers and prohibitionists were teamed together "as unwilling bedfellows" in a campaign to outlaw the sale of alcoholic beverages.

A Milwaukee woman, Grace Ellis, charged that passage of the bill would return the U. S. to prohibition conditions. She said prohibition "spawned teenage drinking" as children followed their parents in defiance of the unpopular dry law. Answering charges that ads lure young people to start drinking, she asked: "Does the child learn to use soap because of advertising or because he has been taught to do so by his mother?"

Clinton M. Hester, counsel for the U. S. Brewers Foundation, charged the bill is a "back door" attempt to revive prohibition. He said its passage would cut beer sales in half and force breweries into bankruptcy. Proponents realize that "killing the brewing industry in one stroke by return to the prohibition era would be impossible," and therefore they have concluded that "strangulation, while somewhat slower, would in the long run be just as effective," he said.

Speaking for the American Assn. of Advertising Agencies, Mahlon F. Perkins stated that the association was against the bill because (1) "We believe that the right to advertise is at stake; (2) we believe that public confidence in advertising is at stake." He charged the Langer bill is the attempt of



LOOK AT THESE LOW RATES

Afternoon

"BINGO-AT-HOME"

3:30 to 4:30 p.m. Monday thru Friday
1 Min. or 20 Sec.: 1 a week $ 40
3 a week $ 90
5 a week $140

Start April 21, 1958

Night

"BINGO-AT-HOME"

7 to 8 p.m.—Mon., Tues., Thurs., Fri.
8:30 to 9:30 p.m. Wednesday
1 Min. or 20 Sec.: 1 a week $ 90
3 a week $225
5 a week $350

Serving More than One Million Homes

You read the story in—

LIFE

Does it pull?

35,000

COMPLETED BINGO CARDS IN FIRST 5 DAYS!*

For prices on 15 or 30 minute segments call:

FORJOE TV, INC., *Nationally*

or

GORDON MOORE
Salesmanager

NAtional 3-8061, Manchester, N.H.

WMUR-TV

CHANNEL 9

Norman A. Gittleson, Executive Vice-President and General Manager

Manchester, New Hampshire

an organized minority to do indirectly what it cannot do directly.

Many other witnesses—from labor, brewery associations, advertising and hard liquor industries—testified last Tuesday and Wednesday against the Langer bill. Others had expected the hearing to continue through Thursday and were not present when it was adjourned. The record was kept open for 10 days to allow these planned witnesses to submit statements.

FCC Asks Court to Clarify Authority on Remand of Ch. 10

The FCC last week asked the U. S. Court of Appeals in Washington to explain exactly what the Commission's position is in holding hearings on the Miami ch. 10 influence allegations [GOVERNMENT, April 28].

The court remanded the notorious Florida case in mid-April. It told the FCC to hold a hearing to determine (1) whether former Comr. Richard A. Mack should have disqualified himself, and (2) whether any parties had disqualified themselves through improper contacts with other commissioners.

The Commission asked for instructions on one basic point in the court order remanding the case. This was the language of the remand which told the FCC to hold the hearing but to report its findings and recommendations to the court.

This sounds as if the court were appointing the FCC as a "special master," the Commission said in its petition last week. The FCC feels, it said, that under its authority there should be no question that it could, if it found proper, set aside the grant and if the ch. 10 hearings are reopened disqualify any of the applicants which it finds to have overstepped legal bounds.

The Commission said its petition should not be construed as an attempt to evade other court instructions: the court retaining jurisdiction of the appeal cases; ordering the FCC to report the status of the remand in six weeks; ordering the Commission to inform the attorney general so he can participate, and other matters.

International Radio Committee To Hold Plenary Session in L.A.

The International Radio Consultative Committee (CCIR) will hold its ninth plenary assembly next year in Los Angeles, April 2-30, at the Biltmore Hotel. Acceptance of the Los Angeles invitation, given in 1956 at the last CCIR plenary session in Warsaw, was announced last week in Washington by the State Dept.

Fifty countries are expected to send official delegations in addition to representatives from private and international organizations, science and industry. The CCIR is one of the principal organs of the International Telecommunication Union and is concerned with improvement of radio communications throughout the world. Plenary sessions are held every three years with continuing activity on technical questions done through study groups.

PRESIDENT RE-NAMES BARTLEY

FCC Comr. Robert T. Bartley was nominated by President Eisenhower last week for a second, full seven-year term on the FCC.

A hearing on his nomination was scheduled by the Senate Commerce Committee promptly; it will be held Wednesday.

Confirmation of the Texas-born commissioner—one-time broadcasting executive, government official and trade association executive—is considered assured.

Mr. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.), was named to the FCC in 1952, winning confirmation easily. He assumed the remainder of the term of FCC Chairman Wayne Coy. Mr. Coy resigned earlier in 1952.

Approval of Mr. Bartley for another term could come by the middle of May. The next executive meeting of the Senate Commerce Committee is May 14. The committee could approve both Mr. Bartley's nomination and that of John S. Cross, with the full Senate possibly acting before the end of that week.

Mr. Cross, assistant chief of the State Dept.'s Telecommunications Div., was nominated last March to succeed former Comr. Richard A. Mack. Mr. Mack resigned after disclosures of financial dealings with Thurman A. Whiteside, a Miami attorney, were brought out during the House Legislative Oversight hearings. The Senate committee heard Mr. Cross late in March, but has not yet voted on his nomination. It is understood that Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate group, has expressed the desire to question Mr. Cross about community antenna systems.

The nomination of Mr. Bartley for reappointment came nine weeks before his term expired—June 30.

Mr. Bartley, who is 48, sailed through his appearance before the House Legislative Oversight Committee March 28. He was given a virtually clean bill by Chairman Oren Harris and other members of the committee.

His government service began in 1934 when he was chief of the FCC's Telegraph Div. He left the FCC and served with the Securities & Exchange Commission before joining the Yankee Network as a vice president. During the war years he was director of war activities and later of government relations of NAB. He was secretary-treasurer of Fm Broadcasters Inc. and when FMBI was merged with NAB he became director of NAB's Fm Dept.

From 1948 to 1952, Mr. Bartley was administrative assistant to Speaker Rayburn.

In his six years as an FCC commissioner, Comr. Bartley has consistently voted to ask for further information where multiple owners were involved in purchases of other stations. He also has favored de-intermixture of mixed vhf-uhf markets, local ownership and integration of ownership and management and diversification in comparative tv hearing cases.

Court Affirms FCC Action In Moving Ch. 2 to St. Louis

A U. S. appeals court last week affirmed the FCC's action in moving ch. 2 from Springfield, Ill., to St. Louis in last year's deintermixture cases. In a short, *per curiam* ruling, the D. C. appeals court said it found nothing arbitrary, capricious or otherwise illegal in the FCC's action.

The Springfield decision came a month after a similar court holding in the Peoria, Ill., ch. 8 case. This saw ch. 8 moved from Peoria to the Davenport (Iowa)-Rock Island-Moline area [GOVERNMENT, March 31].

The Springfield appeal was taken by Sangamon Valley Tv Corp., an applicant for ch. 2 in Springfield. Actually ch. 2 had been granted to WMAY-TV, but with an order by the Commission not to begin to build until the deintermixture actions were resolved. Sangamon Valley also has appealed the grant to WMAY-TV. The unanimous court ruling was by Judges Henry W. Edgerton, Charles Fahy and Walter M. Bastian.

In place of ch. 2, the FCC assigned chs. 26 and 36 to Springfield.

Hale Election Recount Approved

A recount of contested ballots in the 1956 election of Rep. Robert Hale (R-Me.) was authorized last week by the House Administration Committee. Rep. Hale, a member of the House Commerce Committee and its Legislative Oversight Subcommittee, won the election by 29 votes—58,028 to 57,999—over Democrat James A. Oliver, who sought the recount. A final tally of 451 disputed regular ballots and 3,600 absentee ballots will be made.

Eighth Tv Application Filed For Moline-Rock Island-Davenport

Something of a record for competing tv applications in one area was set last week as Iowa-Illinois Television Co. of Moline, Ill., applied to the FCC for ch. 8 in Moline. This constitutes the eighth application filed for this particular channel in the Moline-Rock Island (Ill.)-Davenport (Iowa) area. Iowa-Illinois Television is owned 65% by Peoples Broadcasting Corp., subsidiary of Nationwide Mutual Insurance Co.

Other applicants: Community Telecasting Corp., Illiway Tv Inc., Midland Broadcasting Co., Moline Tv Corp., Public Service Broadcasting Co., Tele-Views News Co. and KSTT Telecasting Co.

Federal Sports Exemption Asked

The House Judiciary Committee has approved a bill which would exempt "reasonably necessary" activities of professional sports teams from anti-trust regulation. A key amendment by Rep. Kenneth B. Keating (R-N.Y.), would sanction "reasonable agreements" for the telecasting or broadcasting of games. This would allow restraints to be placed upon the radio-tv coverage of major league baseball in minor league territories for the latter's protection.

Wanted by a thousand men

There's a tide in the sale of women's swim suits, and it waits for no man—manufacturer or retailer. Women flock to stores at the next-to-the-last minute, expecting full stocks of the latest styles. And records show that the smart manufacturer speeds wanted styles *overnight* to one or one thousand stores, via Air Express. It's extra-fast because it's the *only complete* door-to-door air shipping service to thousands of cities and towns!

You can keep your retailers happy in exactly the same way. No matter what you make, Air Express multiplies your selling opportunities. It enlists in your behalf 10,212 fast daily flights on America's scheduled airlines, 13,500 trucks (many radio controlled), a nationwide private wire system, 42,000 trained personnel. Yet Air Express is inexpensive; for instance, a 10 lb. shipment from Los Angeles to Phoenix costs only $3.50 with Air Express—$1.65 *less* than any other complete air shipping method.

Explore all the facts. Call Air Express.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

most
HAPPY
SPONSORS
select these fine Radio Stations

Nothing succeeds like success. Aggressive and successful stations are daily licking advertiser problems with the lively medium of Radio. Herewith more from the case files of Lang-Worth's RADIO HUCKSTERS & AIRLIFTS commercial-production service.

WCLT, NEWARK, O.: BOB PRICER REPORTS—

Successfully put Mr. Huckster's best foot forward with the "Everybody's Happy" calypso jingle, sold Plaza Shopping Center 1000 spots for firm 52-weeks and picked up 200 more spots from individual Center stores in first 3 months.

KGBC, GALVESTON, TEX.: STEVE COWAN REPORTS—

Custom-built a Huckster series around the "We're Singing the Praises" jingle, and Model Dairy is singing the station's praises to the tune of 25 spots per week.

WNBH, NEW BEDFORD, MASS.: HENRY SOLOMON REPORTS—

Solved the problem of landing a Dodge-Plymouth dealer who would not advertise with straight commercial copy by digging into its RADIO HUCKSTERS file and coming out with "They Always Buy, Buy, Buy at United"—the dealer's name, of course.

KHMO, HANNIBAL, MO.: JIM JAE REPORTING—

L-W's "Fill Up Your Tank" Huckster jingle enables an independent oil operator, Western Zephyr gas, to compete with the big oil companies and their expensive advertising and production. The campaign has run daily for over two years.

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N.Y.

Smathers Hearings to Resume With More Opponents Slated

The Communications Subcommittee of Senate Commerce Committee will resume hearings tomorrow (Tuesday) on a bill (S 2834) which would prohibit broadcasters from owning stock in a music licensing firm—specifically BMI—or recording and publishing firms.

Opponents of the bill, introduced by Sen. George Smathers (D-Fla.), will be heard again this week following three days of testimony against the measure last month [GOVERNMENT, April 21]. Proponents of the measure, by and large members of ASCAP and/or the Songwriters Protective Assn., testified during two weeks of hearings in March [GOVERNMENT, March 17, 10].

Witnesses scheduled to be heard tomorrow: Robert Burton, BMI vice president; Lewis R. Chudd, president, Imperial Records, Hollywood; Martin Melcher, president, Arwin Productions, Beverly Hills, Calif.; Terry Gilkyson and Wally Brady, Montclare Music Co., Hollywood; Mrs. John Axton, Jacksonville, Fla.; Bill Lowery, Lowery Music Co., Atlanta; Avery Claflin, Brooklyn; Art Ford, WNEW New York; Moe Gale, New York, and William Schuman, president of Julliard School of Music, New Rochelle, N. Y.

Also, on Wednesday: Joseph C. Csida, president of Assn. of Independent Publishers, New York; Father Norman J. O'Connor, Boston U.; Marlin T. Obie, KWAD Wadena, Minn.; Marcus Cohn, Washington attorney with Cohn & Marks; Don F. Owens, WARL Arlington, Va.; Omar Elder, ABC assistant general counsel, New York; Charles Cowley, president, Muzak Corp., New York, and Betty Johnson, New York.

WKTV (TV) Change Looms

The FCC, as part of the Albany-Schenectady-Troy-Vail Mills, N. Y., tv rulemaking proceeding, ordered ch. 13 WKTV (TV) Utica to show cause why its license should not be modified to specify operation on ch. 2 at the site which the station originally specified and with a different tower height. WKTV has until June 2 to file a response. Other than that which is mentioned in the order, the Commission denied requests in various filings by WKTV, ch. 2 WCBS-TV New York and ch. 3 WSYR-TV Syracuse.

The FCC has also denied a petition by ch. 29 KBAK-TV Bakersfield, Calif., for reconsideration of the Commission's order of early this year which added chs. 17 and 39 to Bakersfield. Chairman John Doerfer did not participate in this denial. Comr. Rosel Hyde was not present for either of the decisions.

Celler Serves FCC Ultimatum

Rep. Emanuel Celler (D-N. Y.) Wednesday served an "ultimatum" upon the FCC to hold public hearings looking toward the reduction of long distance telephone rates. As chairman of the House Judiciary Committee and its Antitrust Subcommittee, Rep. Celler directed subcommittee Chief Counsel Herbert Maletz to confer with FCC Chairman John C. Doerfer on possible hearings and report back within two weeks.

Rep. Celler acted during subcommittee hearings on an AT&T consent decree with the Justice Dept. which settled a six-year-old antitrust suit. Wednesday testimony concerned a 1953 rate increase the Commission granted AT&T without a hearing and subsequent earnings of AT&T's Bell Telephone system.

After hearing the testimony, the congressman said it appeared "the public has been made to pay $159 million more than was needed" for long distance telephone service in the past three years.

A June 1954 memorandum explaining the rate increase from then FCC Chairman Rosel H. Hyde to Presidential Assistant Sherman Adams was entered into the record. Comr. Hyde said the explanation would demonstrate "the complete falsity and unfairness of the charge that the terms of this rate increase were dictated by AT&T."

WSM Inc., WLAC, Sutton Appeal Verdict for Lamb

Two Nashville broadcast stations and a former Tennessee congressman last week asked for a new trial in appealing the $25,000 damages verdict for libel three weeks ago in favor of Edward Lamb, broadcaster-publisher [AT DEADLINE, April 21].

The stations are WSM-AM-TV and WLAC. The congressman is former Rep. Pat Sutton (D-Tenn.). Motions for a new trial were filed with Judge William E. Miller, U. S. District Court, in Nashville.

A jury awarded Mr. Lamb $15,000 from WSM Inc. and Mr. Sutton and $10,000 from WLAC and Mr. Sutton. The awards were based on a broadcast remark by Mr. Sutton during the 1954 election campaign that the FCC "took his radio and tv stations away from him." This was in reference to the then pending FCC charges against Mr. Lamb. Mr. Lamb, who sued for $1 million, also claimed that Mr. Sutton maligned him by calling him a "known communist" over the air.

Judge Miller heard argument that Sec. 315 of the Communications Act protected the broadcast stations from libel actions, but did not rule on this aspect. Sec. 315 forbids broadcasters to censor on-the-air speeches by political candidates. The jury was not present during this argument.

Syracuse Group Seeks Vhf Shift

Daniel W. Casey Sr., Robert J. Conan, T. Frank Dolan Jr. and Richard N. Groves, calling themselves the Syracuse Group, have petitioned the FCC to delete ch. 8 and add ch. 5 to Syracuse, N. Y., and delete ch. 5 and add ch. 8 to Rochester, N. Y. The petition requests that WHEN-TV Syracuse go on ch. 9 at its present site and WROC-TV Rochester go on ch. 8. WHEN-TV is currently on ch. 8; WROC-TV is on ch. 5.

Ch. 5 would thus become the third vhf outlet in Syracuse. If this petition is adopted, the Syracuse Group intends to apply for a permit to construct and operate a station on that channel. Some weeks ago, ABC asked the Commission to add chs. 9 and 11 to Syracuse and delete ch. 8 there [AT DEADLINE, April 14].

KWTX-TV, WBIR-TV BATTLE TAX CASE

- **Edict could set precedent**
- **Three-year claims limit**

Two television station appeals of Internal Revenue Service rulings now in the U. S. Tax Court could involve savings of millions of dollars to broadcasters if they are decided in favor of the stations.

The two stations, KWTX-TV Waco, Tex., and WBIR-TV Knoxville, Tenn., have asked to write off or amortize for tax purposes the amounts it cost them to win their respective tv grants in competitive proceedings—on grounds that an FCC station license has a determinable life of three years.

IRS takes the opposite viewpoint, maintaining that a tv license has no determinable life and that money spent acquiring the license must be considered a capital asset.

Testimony in the KWTX-TV case was taken last Monday in Galveston by Judge Eugene Black of the U. S. Tax Court and both the station and IRS were given 60 days to file briefs. The WBIR-TV case was heard in Knoxville by the Tax Court about two months ago. Both stations are on ch. 10 in their respective communities.

KWTX-TV asked deduction of $12,366.33 paid for travel and legal fees—or in the alternative an amortization of that amount over the three years of the license period. The station also requested deduction of $45,000 paid by KWTX-TV to competing applicant Waco Broadcasting Co. to get that firm to withdraw its application following an FCC examiner's initial decision which favored KWTX-TV.

The amount of the KWTX-TV tax deficiency for 1954 claimed by IRS is $26,527.20. In its petition, KWTX-TV noted that the FCC, if it desires a hearing or investigation, can require an application for license renewal under Sec. 3.631 of the Communications Act. "The television industry is so fluid," KWTX-TV said, "that it is impossible to know if a license will be continued to the end of the license period."

The station said it paid Waco Broadcasting (WACO) the $45,000 "for the defense and protection of a capital asset," following the initial decision favoring KWTX-TV. WACO had claimed it spent this amount in prosecuting its application, KWTX-TV said. Thus, KWTX-TV noted, the $45,000 was paid not in prosecution of its application, but in protection of a right KWTX-TV had acquired.

In the WBIR-TV case [STATIONS, Jan. 16, 1956], WBIR, which at that time had not been granted ch. 10 but had been favored for the facility by an FCC examiner, asked for a writeoff or amortization of license for $40,000 spent prosecuting its application in 1953-54. WBIR had held that a tv station was a requirement to protect its am facility in Knoxville. The WBIR case involved $15,500 in taxes.

If a station wished to file a claim similar

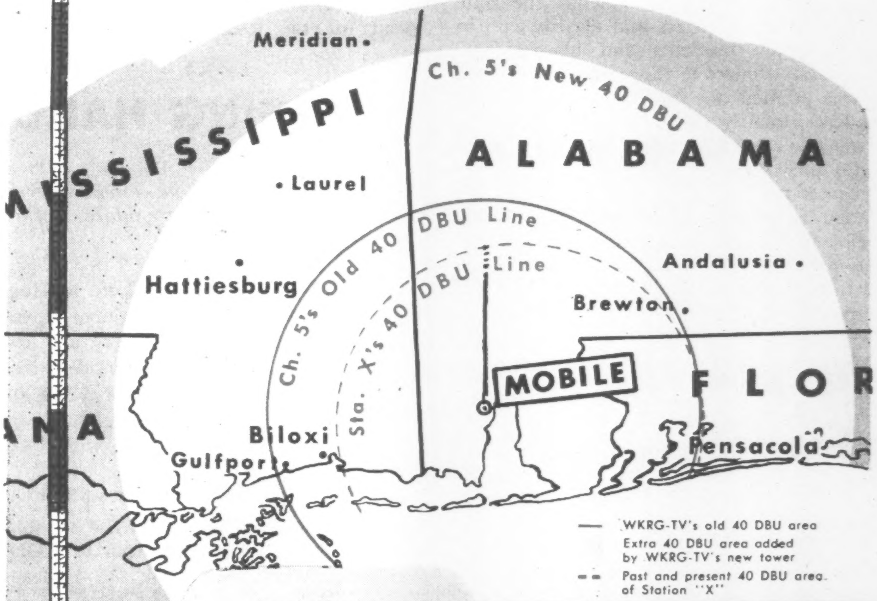
It just takes one *BIG* one...

FINISH
5
5
MAY 3 RACE 7

NO QUESTION ABOUT WHO'S LEADING THE FIELD IN MOBILE.
WKRG-TV is lengths ahead (Nielsen, ARB and Pulse) . . .
continues to pull further and further in front.

NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE

Even before, Nielsen gave WKRG-TV *46,000 extra families* in the Mobile Market. Now, a new, maximum-height tower sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes . . . as the map below clearly shows. For full details of WKRG-TV's lead, call your Avery-Knodel man . . . or C. P. Persons, Jr., V.P. and Gen'l Mgr. of WKRG-TV.



CHANNEL 5 WKRG-TV
MOBILE, ALABAMA
Reps. Avery-Knodel
CBS

to that of KWTX-TV or WBIR-TV, it could not file for refunds for any year prior to three years before the date its last tax return was due, IRS explained last week. This means no station could make claims for any tax year prior to 1955.

Mansfield Champions Outlets Hit By Competing CATV Systems

Small-market tv stations which have been suffering from competition with community antenna tv systems have found a champion in Sen. Mike Mansfield (D-Mont.), who has promised troubled tv outlets in his home state that their views will be brought to the attention of the FCC and the Senate and House Commerce Committees.

In a letter to FCC Chairman John C. Doerfer, Sen. Mansfield expressed concern about CATV systems bringing in signals from stations outside Montana to compete with tv outlets within the state. "After all," he said, "the Montana stations are operating within the spheres laid down by the FCC, under FCC regulations, and supposedly with some degree of protection to them for the channels the FCC allocated to them."

One Montana outlet which has gone off the air—KGEZ-TV Kalispell—blamed the adverse impact of a CATV system for its demise [GOVERNMENT, April 28, 21]. Sen. Mansfield also took credit for arranging for unhappy Montana tv outlets to meet with Comr. Rosel H. Hyde in Pocatello, Idaho [CLOSED CIRCUIT, April 28].

Prizes and Awards in New York Now Liable to State Income Tax

Gov. Averell Harriman of New York has signed a bill which amends the state tax law to make prizes and awards won in the state by residents and non-residents specifically subject to the state's income tax. It was pointed out that the measure is intended primarily to clarify tax liability on prizes and awards distributed on "give-away" radio and tv shows and similar events.

Under the bill, prizes and awards are included as gross income, even though the recipient was selected for them without any action on his part and is not required to perform future services to keep them. Exempted from the bill are scholarships and awards given in recognition of religious, charitable, scientific, educational, artistic, literary or civic achievement.

ACLU Questions FCC 'Diligence'

The American Civil Liberties Union has asked the House Oversight Committee to examine whether the FCC has been diligent in safeguarding "diversity of opinion and fair presentations of controversial subjects in the granting of tv licenses. ACLU said the "problem of political pressures, secrecy and the exercise of power at the center of the FCC's operations, embracing the public, commission and major financial interests, raise [these] vital questions." It also lauded the committee for the manner in which it conducted the first phase of the FCC investigation.

KTTV (TV) to Telecast Dodger-Giant Contests

In a surprise announcement on April 27, Walter O'Malley, owner of the Los Angeles Dodgers, said that the eight games the Dodgers will play in San Francisco against their traditional rivals, the Giants, will be telecast for the Los Angeles fans by KTTV (TV) Los Angeles.

Mr. O'Malley had stated earlier that there would be no television for the Dodgers this year unless it was toll tv. He rejected all tv offers and signed contracts putting the 1958 games on a nine-station radio hookup fed by KMPC Los Angeles with American Tobacco Co. and Pabst Brewing Co. as cosponsors [ADVERTISERS & AGENCIES, Feb. 27, Jan. 24].

At that time the club owner pointed out that he had no fight with free television, that his team had been among the first to let its games be played before the tv cameras, but that in 1957 the combined radio and tv rights and gate receipts had brought the Dodgers less money than the gate receipts and radio rights had given the team a dozen years earlier, before tv. Now, he said, it would be pay tv or nothing.

His change of heart was caused by 400 letters from shut-ins pleading to be allowed to watch the Dodgers out-of-town games on their tv sets, Mr. O'Malley told newsmen. The Dodgers are not getting a penny for the telecasts, he said, but are permitting the telecasts as a public service. So, too, are the sponsors of the radio broadcasts, who agreed to pay for the eight telecasts as well, and the management of KMPC, which did not try to block the telecasts, and that of KTTV, which "will be lucky to break even on the deal." Most of the money the advertisers will spend for the telecasts will go for line charges, which will average $1,500 a game, it was stated.

Asked about toll tv, Mr. O'Malley said his reported agreement with Skiatron Tv to telecast the Dodgers games in Los Angeles was only an agreement to negotiate when and if there was something to negotiate about. He said with apparent disappointment that he had not heard from Skiatron for several months. (After numerous delays and setbacks, Skiatron and International Telemeter were both awarded franchises to install closed-circuit toll tv systems in Los Angeles; both turned their franchises back to the city when the Citizens Committee Against Pay Tv spearheaded by a theatre owners association circulated petitions, got enough signatures to force the matter to public referendum.)

LOCAL DATE

President Dwight D. Eisenhower will speak May 22 at the dedication of the new $4 million NBC building housing WRC-AM-FM-TV Washington, it was announced by the White House Thursday. NBC-TV is to colorcast the ceremonies at 2:30 p.m. (EDT).

Vice President Richard M. Nixon laid the building's cornerstone a year ago [STATIONS, May 6, 1957].

KHUM Switches Calls to KINS

KHUM Eureka, Calif., introduced its new call letters, KINS, Saturday. The switch from the station's 10-year-old call coincided with the start of national Radio Month and was heralded two weeks beforehand by air, print and direct mail publicity. Wendell

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KTIX SEATTLE, WASH. • Sold to Hugh Ben Larue, executive vice president-general manager of KTVR (TV) Denver and formerly of WINS New York, by Tele-Broadcasters of Washington State for $270,000. The sale was handled by Blackburn and Co. KTIX operates on 1590 kc with 5 kw, day.

KSUM FAIRMONT, MINN. • Sold to J. E. Hyde Jr., general manager of KDHL Faribault, Minn., by Frank W. Endersbe and Leo Seifert for $250,000. The sale was handled by Allen Kander and Co. KSUM, on 1370 kc with 1 kw, is affiliated with MBS.

KIST SANTA BARBARA, CALIF. • Sold to Karl A. Rembe, KIST station manager who will become president and general manager, A. R. Ellman, A. C. Morici and others by Harry C. Butcher, onetime CBS vice president and owner of KIVA (TV) Yuma, Ariz., for $197,500. KIST operates on 1340 kc with 250 w and is affiliated with NBC.

KCSB SAN BERNARDINO, CALIF. • Sold to R. J. McKenzie, who has been manager of KITO San Bernardino, Clair Weidenaar, who has been program director of KIRO Seattle, and others by Fred D'Angelo for $150,000. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KCSB operates on 1350 kc with 500 w.

KMAP BAKERSFIELD, CALIF. • Sold to Clifford E. Ball and others, calling themselves KMAP Inc., by Morris Mindel for in excess of $95,000. Mr. Ball until recently has been associated with Cunningham & Walsh, San Francisco, as a vice president. The sale was handled by Wilt Gunzendorfer and Assoc. KMAP operates on 1490 kc with 250 w.

MONTH AFTER MONTH..... AFTER MONTH..... AFTER MONTH.....

Radio Memphis

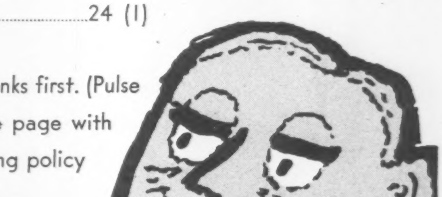
WMPS

IS FIRST! (PULSE, August 1956, through March 1958)

	MONDAY THROUGH FRIDAY	
	6 AM-Noon % Audience	Noon-6 PM % Audience
AUGUST 1956	22 (Tie) First	20 (2)
NOVEMBER 1956	23 (1)	22 (1)
JANUARY 1957	23 (1)	22 (1)
MARCH 1957	24 (1)	23 (1)
MAY 1957	23 (1)	23 (1)
JULY 1957	23 (1)	23 (1)
SEPTEMBER 1957	24 (1)	23 (1)
NOVEMBER 1957	24 (1)	24 (1)
JANUARY 1958	24 (1)	24 (1)
MARCH 1958	25 (1)	24 (1)

No, we didn't forget 6 PM to midnight where **WMPS** also ranks first. (Pulse March, '58) It's just that we thought we'd cluttered up the page with enough firsts as it was. So, here's proof that the programming policy of **WMPS** has withstood the test of time and competition.

This same outstanding programming is heard on the other **Plough stations** in **Baltimore, Boston** and **Chicago.**



Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago
WCAO	**WCOP**	**WJJD**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

Adams, president-general manager of KINS, took over management of the Eureka facility March 1. Carroll R. Hauser sold KHUM to Mr. Adams and Jock Fearnhead earlier this year [CHANGING HANDS, Jan. 27]. Mr. Adams was with the Esty agency in New York 10 years and with CBS Radio there 10 years prior. Mr. Fearnhead is vice president-general manager of WINS New York.

NTA Picks Up Baseball Package: Dodger, Giant Games for WNTA-TV

National Telefilm Assoc., New York, announced last week that the company has obtained rights to telecast over its owned station, WNTA-TV Newark, a package of at least 40 San Francisco Giants and Brooklyn Dodgers baseball games when those teams oppose the St. Louis Cardinals and the Pittsburgh Pirates. Games will originate from St. Louis and Pittsburgh, with the first telecast scheduled for May 14 between the Giants and the Cardinals.

Cost of the package to NTA was not disclosed. Ted Cott, NTA vice president in charge of stations, said negotiations are in progress for other games and indicated that at least three additional contests will be telecast from St. Louis and Pittsburgh. Viewers in the New York Area also have access to telecasts of the New York Yankees over WPIX (TV) New York and of the Philadelphia Phillies over WOR-TV New York.

DATELINES

Newsworthy News Coverage by Radio and Tv

NORFOLK—After broadcasting an 11 p.m. tip that Esso Standard Oil's bulk storage terminal at Newport News, Va., was on fire April 23, WGH Norfolk dispatched its fleet of news "satellite" units one by one. Four of them were there by 1 a.m. reporting the holocaust from all angles. It turned out to be a 41-hour assignment, with direct reports on WGH every half hour and other broadcasts as developments warranted. WGH News Director Dick Kidney did pickups for ABC and the station provided feeds to some 30 other stations.

STEUBENVILLE—As news on vice and gambling in this Ohio city became filled with charge and countercharge, official directive and counterdirective, management of WSTV-AM-FM-TV here decided that broadcasting the news was not enough. The stations took an editorial stand.

Broadcast by WSTV News Director Scott McMurray, it suggested to the city council a way out of the chaos that involved the mayor's office, safety service director, police department and city solicitor's office. The council approved "by an overwhelming vote," the proposal to call a meeting of civic leaders, giving the WSTV stations credit for the idea, it was subsequently reported. WSTV Radio has been broadcasting editorials since 1945 and WSTV-TV since it went on the air in 1953.

LAKE COUNTY—Five months after WJOB Hammond, Ind., broadcast from a Lake County, Ind., courtroom the verdict and death sentence for George Robert Brown, the station learned it had scored what it believes to be an Indiana radio "first." WJOB News Editor Bob Umpleby in December 1957 had placed a microphone in the court through a bailiff's cooperation. Months later, from the annual report of the Lake County prosecutor's office, WJOB learned that this was a pioneering step in Indiana courts.

SAN FRANCISCO—A tv cameraman got into the news himself while covering an attempted bank robbery. John Stolaroff of KPIX (TV) here was shooting the bank exterior when a man walked out the door and offered to tell the story of the attempted theft in exchange for a beer. Repairing to a bar, Mr. Stolaroff called police as his informant sipped beer. The subsequent AP story said: "Capture of the nervous bank robber—who fled the bank before he got any money—was credited to John Stolaroff, a KPIX television news cameraman."

WBZ-TV Buys Paramount Pre-'48s From MCA-TV for $2 Million

The second purchase of the entire pre-1948 Paramount studios feature film library containing 700 feature films from MCA-TV for $2,000,000 for station WBZ-TV Boston, was announced by Franklin A. Tooke, general manager, last week. The first station to buy the film library was KETV (TV) Omaha [BROADCASTING, April 28].

Mr. Tooke revealed that the films would be scheduled for fall release. He also said that "the acquisition of this library of some of the industry's most outstanding movies combined with our recent purchase of over 200 post-1948 Republic and United Artists pictures will enable WBZ-TV to continue to bring New England viewers the very finest feature film entertainment. . ."

WBZ-TV also has the Warner Brothers library and other features from Columbia, Republic, United Artists, 20th Century Fox and Selznick studios.

New Format for NTA's Ch. 13

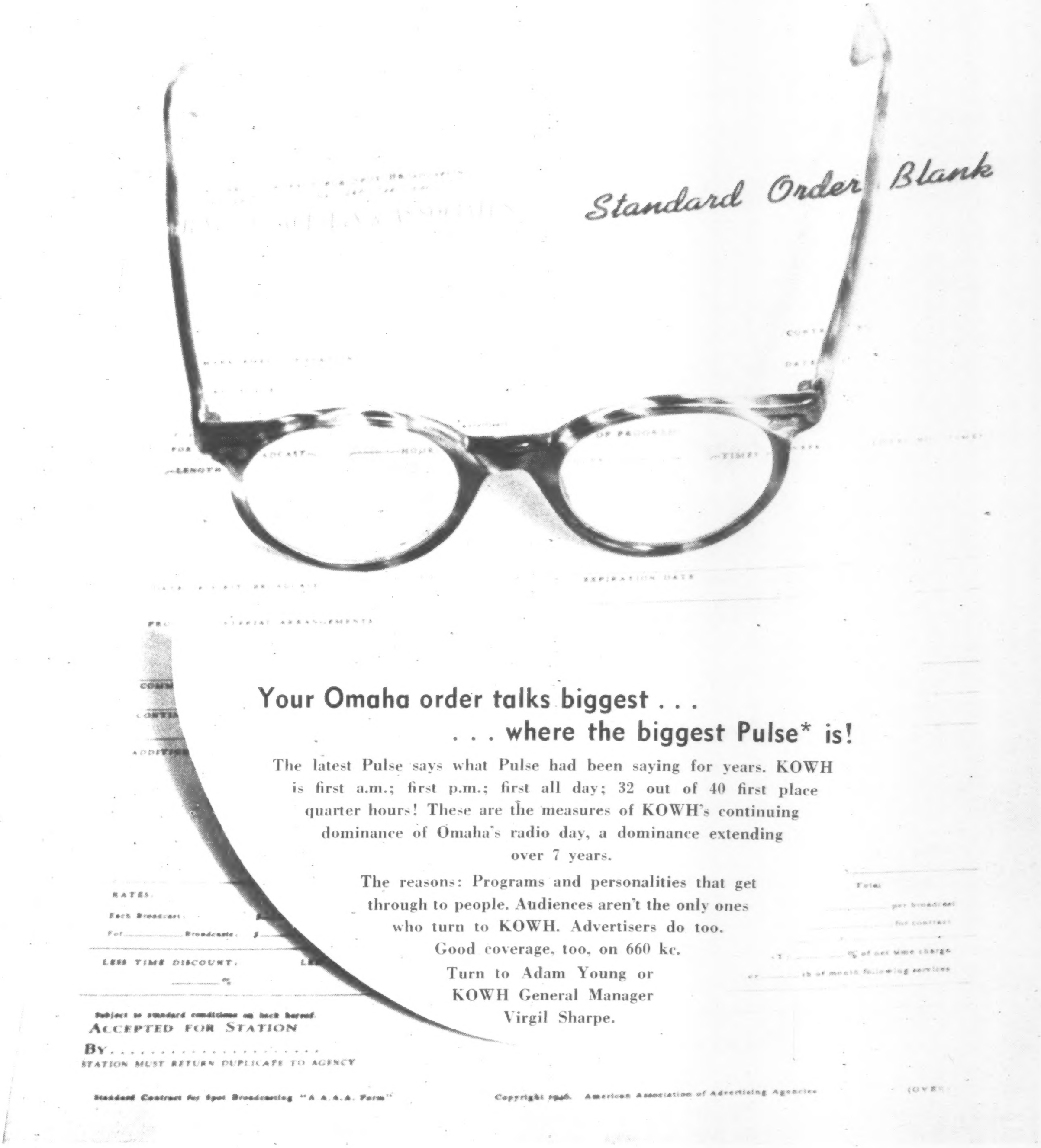
National Telefilm Assoc.'s operation of ch. 13 and sister radio outlet in the New York area effective Wednesday (May 7) will bring with it new programming. Already slated for WNTA-AM-FM-TV (formerly WAAT-AM-FM-WATV [TV]) Newark, N. J., are a tv program counseling men and women on fashions and dress (called *Here's Looking at You* and featuring fashion counselor Richard Willis, Mon.-Fri., 6-6:30 p.m.); a radio show nightly (10 p.m.) that will present capsule lessons, covering in successive weeks, French, Italian, German and Spanish, for tourists heading for the Brussels World's Fair and other points in Europe, and a return to radio of Mary

A

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

Altoona—Johnstown, Pa. . . . WFBG
Amarillo, Tex. . . . . KFDA
Ames—Des Moines, Iowa . . . KRNT
Atlanta, Ga. . . . . .WLW-A

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22
tpa


Standard Order Blank
RATES:
Each Broadcast:
For ______ Broadcasts: $
LESS TIME DISCOUNT:
Subject to standard conditions on back hereof.
ACCEPTED FOR STATION
BY.....................
STATION MUST RETURN DUPLICATE TO AGENCY
Standard Contract for Spot Broadcasting "A.A.A.A. Form"
Copyright 1946. American Association of Advertising Agencies
(OVER)

Your Omaha order talks biggest . . .
. . . where the biggest Pulse* is!

The latest Pulse says what Pulse had been saying for years. KOWH is first a.m.; first p.m.; first all day; 32 out of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years.

The reasons: Programs and personalities that get through to people. Audiences aren't the only ones who turn to KOWH. Advertisers do too. Good coverage, too, on 660 kc. Turn to Adam Young or KOWH General Manager Virgil Sharpe.

KOWH **OMAHA**

Represented by Adam Young Inc.

Margaret McBride in a Mon.-Fri. 1-2 p.m. slot. The new language series, *Learn a Language*, will feature members of the Fairleigh Dickinson U. faculty.

Stark Makes Executive Changes, Names Denver Manager of WARU

Denny Denver, program director of WCMW Canton, Ohio, has been named general manager of WARU Peru, Ind., which is awaiting FCC approval of sale to Stark Broadcasting Corp. (operator of WCMW).

In addition, four other executive appointments have been announced by Stark President S. L. Huffman. They include Clark L. Dozer, WCMW station manager, to general manager of all Stark operations; Jack Hale, WCMW sales manager, promoted to that station's general manager; Joe Saxon, WCMW news director, named chief announcer and public service director, and Richard Bremkamp, account executive, to WCMW local sales manager.

WARU operates on 1 kw and has studios in Peru and Wabash, Ind.

REPRESENTATIVES APPOINTMENTS

WPON Pontiac, Mich., has named Venard Rintoul & McConnell, N. Y.

WINR-AM-TV Binghamton, N. Y., appoints Everett-McKinney.

WGTO Cypress Gardens, Fla., names Edward Petry & Co.

WJPS Evansville, Ind., appoints Bolling Co.

NABET Reported Ready To Sign With Networks

The rank-and-file membership of the National Assn. of Broadcast Employes & Technicians was reported last Thursday to have ratified a new contract proposal made by NBC and ABC and formal notification of the results of the referendum was expected to be made by NABET to the networks over the past weekend.

The networks had expected to learn the results of the referendum by Thursday, 6 p.m. deadline, and had supervisory personnel standing by in the event that the union called a strike (International Brotherhood of Electrical Workers' technicians struck CBS on April 7 in a walkout that lasted 12 days). Shortly after 6 p.m., supervisory personnel were told to go home and it is reported NABET notified network labor relations executives "informally" that their proposal had been approved and formal notification would follow from the union's headquarters in Chicago.

Network officials declined to reveal terms of the contract proposal but it is believed to approximate the pact signed between CBS and IBEW [PERSONEL RELATIONS, April 28]. A NABET spokesman in New York would not comment on the ratification report, except to say that an announcement about the negotiations was expected to be made Friday by the union's headquarters.

The negotiations for a new contract, which began last January prior to expiration of the old pact on Jan. 31, involve 1,600 employes at NBC and 800 at ABC. Earlier, a proposal made by the networks was voted down in a referendum and on April 24 union negotiators agreed to submit the networks' latest offer to its membership. The networks were advised early last week that the results of the referendum would be known by Thursday.

COUNTING THE HOUSE

Both evening and daytime average audiences in network television gained in the first quarter of this year, Television Bureau of Advertising reported last week. The TvB report is based on A. C. Nielsen Co. statistics. Average weekday programs reached 542,000 more homes per broadcast this quarter than in the same period last year (gain of 15%), and average nighttime programs picked up 751,000 homes, or 11%, during the period.

Contes Intend to Continue 'Matinee' Under Viewer Aegis

In the middle of the hardheaded 20th century and in cynical Hollywood, there's still a belief in miracles. At a news conference last Tuesday, John Conte, host and sometime star of *NBC Matinee Theatre*, and his wife Ruth announced plans for viewer sponsorship of the five-a-week hour-long colorcasts which NBC is preparing to discontinue as of June 27.

Overwhelming mail from viewers, offering to contribute funds to keep the program on the air, the Contes said, led to the formation of the foundation for the preservation of *Matinee Theatre* and Favorite Television Programs which has received a charter from the state of California as a non-profit corporation.

If only 15% of the program's 35 million viewers (the Contes' figure) would pay $1 a year, the production costs of $100,000 a week would be amply covered, they said, adding that if this were accomplished, the time costs "could be arranged" with NBC. More than 10,000 women are "raring to go" to write letters, ring doorbells and do whatever else may be necessary to raise the needed money, the Contes stated. If successful, they plan to continue the series without changing its present format.

Culligan Cites Network Import

A radio station's affiliation with a major network is of growing importance in building prestige and audience, Matthew J. Culligan, vice president in charge of NBC Radio, told a meeting of the Omaha Advertising Club. He estimated there will be 4,000 radio stations by 1960 and predicted that only 700 will be network affiliates with access to "the top stars or entertainment, world-wide news coverage by authoritative newsmen and commentators and the big special events like the world series and political conventions."

B

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

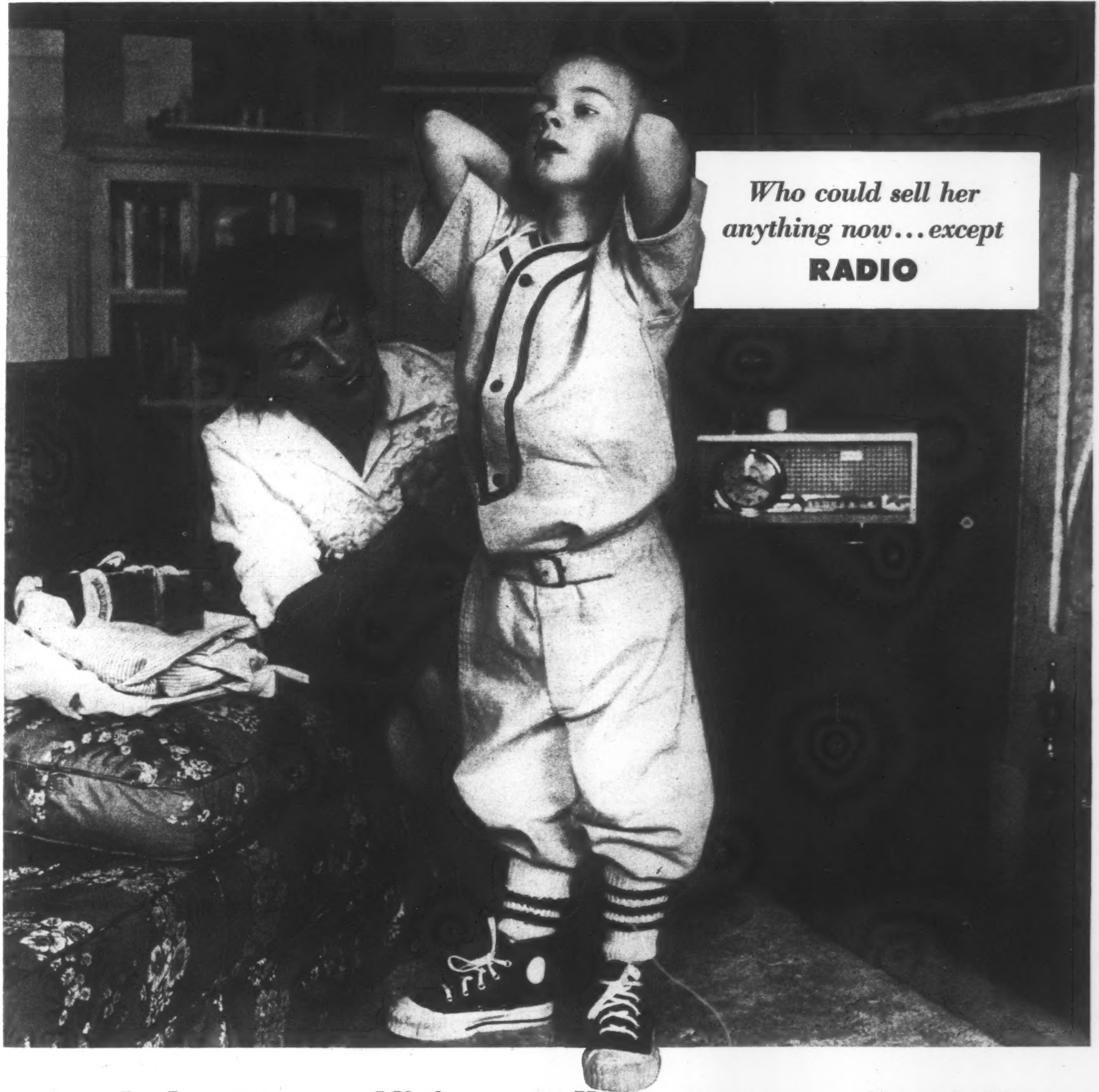
Bakersfield, Calif.	**KERO**
Baton Rouge, La.	**WAFB**
Bellingham, Wash.	**KVOS**
Binghamton, N. Y.	**WNBF**
Bismarck, N. D.	**KFYR**
Boise, Idaho	**KIDO**
Boston, Mass.	**WBZ**
Buffalo, N. Y.	**WGR**
Butte, Mont.	**KXLF**

For your market, contact

Television Programs of America, Inc., 488 Madison Ave., New York 22

tpa

[This is one of a series of full page ads appearing regularly in the NEW YORK TIMES]


Who could sell her anything now... except
RADIO

And the Most Efficient Selling Strategy in Radio Today is THE NATION'S VOICE

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

The Nation's Voice squarely meets the problem of how best to reach customers through radio. It is a strategy specifically designed to get the maximum return for every advertising dollar spent regardless of budget size.

The Nation's Voice combines just 48 stations selected from the more than 3000 now broadcasting. These 48 are located in major population centers. They are the stations with the finest facilities. Their alert management insists on broad programming to attract *all* segments of the potential audience. And they have earned the respect and confidence of their audiences.

In short, these top stations in top markets are the acknowledged leaders. As a result, they are tuned in by more listeners . . . a true cross section of the population.

They are authoritative . . . and believed.

These facts have been documented again and again by Alfred Politz Research, Inc. . . . in individual markets, regionally and nationally. People *do* know the difference between stations! These leading stations not only deliver *more* listeners . . . they lend their authenticity, their believability to the advertiser who uses them.

And there is nothing rigid or frozen about The Nation's Voice strategy. It is intentionally flexible to suit your needs. You may get your greatest selling impact with all 48 . . . or 18, or 80. Just let a Christal representative show you how effectively and economically The Nation's Voice can be tailored to your individual marketing needs.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL	Baltimore
WAPI	Birmingham
WBEN	Buffalo
WGAR	Cleveland
KOA	Denver
WJR	Detroit
WTIC	Hartford
WDAF	Kansas City
KTHS	Little Rock
KFI	Los Angeles
WHAS	Louisville
WCKR	Miami
WTMJ	Milwaukee
WHAM	Rochester
WGY	Schenectady
KWKH	Shreveport
WSYR	Syracuse
WTAG	Worcester

HENRY I. CHRISTAL CO., INC.

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA

Pennsylvania Broadcasters' Meet Schedule Set for May 21-23

A discussion of "Media and Research" by Lee Rich, vice president and media director of Benton & Bowles, will highlight the May 21 dinner of the Pennsylvania Assn. of Broadcasters' 1958 convention. The convention is scheduled to be held May 21-23 at Galen Hall, near Reading, Pa. A "keynote talk" by Pennsylvania Gov. George M. Leader will formally open the PAB sessions.

"Economic Horizons" will be the May 22 dinner address, delivered by Albert Matamoros, associate economist, Armstrong Cork Co. Lawrence Webb, managing director of the Station Representatives Assn., will outline "What the Representative Needs from Stations" in a May 23 talk.

At the May 22 luncheon, pioneer past president awards will go to Clair R. McCullough, president of WGAL-AM-TV Lancaster, Roy Thompson of Altoona and George Coleman of Scranton.

Roy E. Morgan of WILK Wilkes-Barre is president of PAB. J. Robert Gulick of WGAL-AM-TV Lancaster is convention chairman and Kenneth Stowman of WFIL-TV Philadelphia is vice chairman.

How, Why of Commercials—RAB

Radio Advertising Bureau last week released a 20-page study titled "Workshop: How and Why of Six Top Radio Commercials," success stories, detailed earlier at RAB's third annual radio clinic. The annual national radio advertising clinic last fall covered the following advertisers: R. J. Reynolds Co. (Winston), Pepperidge Farm bread, Dutch Master cigars, Hit Parade cigarettes, Hoffman Beverage Co. and Dodge Div.

BPA Announces Partial List Of State Membership Chairmen

A partial list of state chairmen of the membership committee of the Broadcasters' Promotion Assn., who also will assist in circulating BPA's 17-page membership presentation, "BPA—Its Story," was announced by Howard Meagle, promotion manager of WWVA Wheeling, W. Va., and chairman, BPA membership committee. Mr. Meagle released the names of half of the state chairmen, active in station promotional work, as follows: Dick Shively, WTVW (TV) Evansville, Ind.; John Keys, WMAQ-WNBQ (TV) Chicago; Robert Moran, WBEL Beloit, Wis.; Glenn Kyker, WWJ-AM-TV Detroit; Jack Kavanagh, WLWC (TV) Columbus; Louis Hartz, WAGA-TV Atlanta; Bill Walker, WFGA-TV Jacksonville; John Dillon, WBTV (TV) Charlotte; Gregg Van Camp, WTRF-TV Wheeling, W. Va.; Joe Dowling, WHCT (TV) Hartford; Robert Peel, WHEN-TV Syracuse; Linwood Pitman, WCSH-AM-TV Portland, Me.; Ned Ryan, WBZ-TV Boston; Paul Woodland, WGAL-AM-TV Lancaster, Pa.; Robert Freeland, KOTV (TV) Tulsa; Bill Shipley, KDUB Lubbock; Roland Brazier, KGUL-TV Houston; Bill Morgan, KLIF Dallas; Montez Tjaden, KWTV (TV) Oklahome City; Carol Vinson, KSLA-TV Baton Rouge, La., and Marion Annenberg, WDSU-AM-TV New Orleans.

Conn. Broadcasters Hear Harris

Rep. Oren Harris, (D-Ark.), chairman of the House Commerce Legislative Oversight Subcommittee, which recently held hearings on the FCC, was featured speaker at the Connecticut Broadcasters Assn. annual meeting Saturday. Luncheon speaker was Sig Mickelson, CBS-TV vice president in charge of news and public affairs, who discussed how CBS set up its world-wide news reporting organization, the difference between radio news and tv news and editorializing on radio and television. Robert M. Gray, manager of advertising and sales promotion division of Esso Standard Oil Co., was the featured speaker at the afternoon session. Presiding over the meeting at Cheshire, Conn., was Charles Bell, general manager of WHAY New Britain and president of CBA.

Conn. UP Newsmen Elect Barents

The UP Broadcasters Assn. of Connecticut has elected Barry Barents, news director of WKNB-WNBC (TV) New Britain-West Hartford, to be association president for the coming year. He succeeds Bill Whalen of WICC Bridgeport.

Elections were held at the group's second annual convention April 26 at New Britain. Other new officers: vice president, Alan Fletcher of WADS Ansonia; secretary-treasurer, Edward Leonard of WICH Norwich; directors: Charles Norwood of WHCT (TV) Hartford, Robert Regan of WHAY New Britain, and Mr. Whalen, immediate past president.

N.M. Broadcasters Form UP Assn.

The UP Broadcasters Assn. of New Mexico was organized April 18 at the annual convention of the New Mexico Broadcasters Assn. in Gallup, N. M.

C. O. Kendrick of KVBC Farmington, N. M. (and outgoing NMBA president), was elected president of the new group. Bob Williams, KQUE Albuquerque, and Dave Button, KMIN Grants, were named vice president and secretary, respectively.

New Mexico operations of UP are now concentrated in Albuquerque and broadcasters at the organizational meeting agreed to keep Robert H. Lawrence, UP's New Mexico radio editor headquartered there, informed of local news.

Tobey Heads N.M. AP Group

Robert Tobey, general manager of KOTS Deming, N. M., has been elected president of the New Mexico AP Broadcasters, succeeding Jack Crandall of KHOB Hobbs. The association at its spring meeting in Gallup elected General Manager Howard Maudlin of KTNM Tucumcari vice president, a new office. Stu Chamberlain, news director, KGAK Gallup, was appointed director of the continuing study committee.

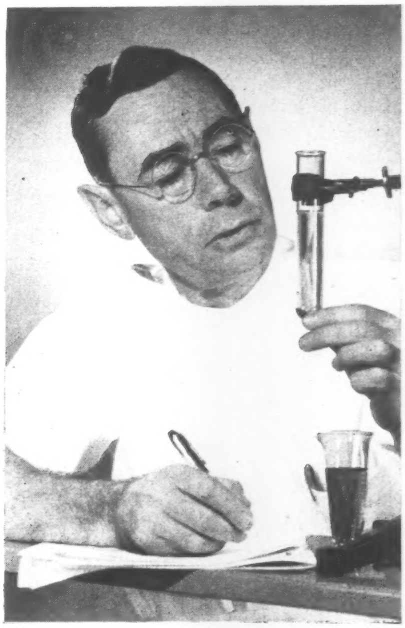
C

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

Cadillac, Mich.	WWTV
Cape Girardeau, Mo.	KFVS
Charleston, W. Va.	WCHS
Chico, Calif.	KHSL
Cleveland, Ohio	WJW
Colorado Springs, Colo.	KKTV
Columbus, Ga.	WRBL

For your market, contact

Television Programs of America, Inc., 488 Madison Ave., New York 22 **tpa**



741,115 Jim Hookers...

Capital of Indiana . . . Heartland of the Midwest . . . one of the most important commercial and industrial centers in the country . . . no less the hub of one of the really big television markets . . . that's Indianapolis!

Jim Hooker works here. He's a skilled technician with one of the several large pharmaceutical companies that call Indianapolis home. And he's a happy, industrious man whose efforts have amply provided for his family's welfare. Of course, like other Hoosiers, his entertainment *is* WISH-TV. CBS

There are 741,114 more television families like the Hookers in the big area served by WISH-TV. Smart advertisers want to reach them. They do it over WISH-TV CBS the station that dominates the nation's 14th television market, consistently wins more quarter hours than the next two Indianapolis stations *combined* and averages 39% more viewing families than the next station. Represented by Bolling.

Sources: Metropolitan ARB 1/58, TV Mag. 2/58

WISH-TV
INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

L. A. success, but doesn't end problems

Continued from page 40

invited to take part in NAB's schedule of eight regional meetings in the autumn.

A number of the service firms said they can't afford or can't be bothered bicycling personnel and display material all over the United States—especially in view of their rising production costs.

One of the more important industry actions came on the final day of the convention when radio broadcasters voted to form a committee to negotiate new music copyright contracts with ASCAP. This was an all-industry action, with non-NAB members taking part. The ASCAP radio contracts expire Dec. 31, 1958.

Television broadcasters witnessed technical triumphs last week as they looked over new gear and acquainted themselves with technical progress. Their regulatory crises will continue, judging by the observations of FCC members at the Wednesday morning industry-commission roundtable.

What seemed to worry many tv delegates most was the gentle warning from regulators that tv may have its spectrum juggled once more—maybe to all-uhf, a brand new spectrum spot or a re-doing of the present vhf-uhf allocation.

On the other hand some of the other industry segments found hope in convention developments. Tv station operators who are having their audiences nibbled away by community antenna systems were told that FCC has in mind a study of this problem because of the public interest in what is happening to stations. This indication came just a fortnight after the FCC had announced it didn't have any jurisdiction over these community antenna firms because they are simply public-utility carriers instead of broadcast stations.

The am radio segment of the convention found business excellent, in sharp contrast to the situation a few years ago. Network radio still has deep troubles and they came out into the open during the meetings. Spot and local are better off, Radio Advertising Bureau and Station Representatives Assn. reported. RAB said that three out of four of the top 100 advertisers used radio in the first quarter of 1958.

Regulatory aspects of am radio dealt mostly with extension of remote control privileges to directional and high-power stations plus the new developments in automatic logging of transmitters.

Such satellite organizations as Clear Channel Broadcasting Service and Daytime Broadcasters Assn. held regulatory huddles. The clears resolved to make a firm stand to protect their service areas from threatened inroads inherent in proposed FCC actions. The daytimers want longer and regular hours. Another organization, Small Market Tv Committee, wants FCC to relax its rules governing ownership and operation of intercity relay circuits.

Assn. of Maximum Service Telecasters announced a new project—testing of directional antennas for television.

Fm broadcasters haven't had it so good in many years, judging by convention developments. Accustomed to financial troubles, they see concrete evidence of progress in several developments—stable multiplex equipment, larger audiences, more fm-only programming, public interest in stereo, new types of equipment.

They even talked about such developments as slow-scan tv via multiplex subcarriers and the use of these subcarriers for radio networking.

Two high spokesmen from the advertising field told broadcasters they can take a leading role in reversing the current business slowdown. Edwin W. Ebel, chairman of the Advertising Council's radio-tv committee and General Foods vice president, joined Mr. Harper in calling for broadcast support of the buy-now campaign. Mr. Harper suggested the slogan should apply to advertisers and advised broadcasters to sell harder and improve their programming.

President Eisenhower sent a message supporting radio's contribution to the nation and said the NAB's new "Learn—and Live" campaign can bring important benefits to the country. The campaign is designed to utilize the nation's mental resources in the space age.

Mr. Harper was among those urging stricter enforcement of the NAB Television Code. The Tv Code Board took steps looking toward punitive action against several stations carrying objectionable personal-product advertising or using excessive advertising time allowances. William B. Quarton, WMT-TV Cedar Rapids, Iowa, retired as code board chairman. Roger W. Clipp, WFIL-TV Philadelphia, took his place.

The progress in broadcast equipment included everything from a make-it-yourself remote unit to color videotape and weather radar. Transistorized cameras and amplifiers, a synthetic music instrument, automation devices, new zoom lenses and stereo systems attracted interest.

Some of the workshop sessions held Monday, prior to the formal convention opening, drew capacity audiences. The labor clinic was described by many delegates as one of the most helpful convention sessions they have ever attended. A feature of the clinic was a loud tribute to CBS for its courage in taking a network strike.

Not all the programming was serious. The final management luncheon Thursday paid tribute to Dinah Shore, NBC-TV star. President Fellows presented Miss Shore with a silver bowl and broadcasters cheered her as she responded to the tribute.

The banquet entertainment Wednesday featured the Lawrence Welk company. ASCAP provided the show. The Welk glee club provided a change of copyright library pace by presenting "Jeannie With the Light Brown Hair," a public domain number popularized during the broadcaster-ASCAP impasse of the early 40s.

It was a tiring week in Los Angeles but there was praise for the NAB convention staff—Everett E. Revercomb, secretary-treasurer and convention manager; William Walker, in charge of registrations, and Howard Bell, special-events assistant to President Fellows and program manager of the proceedings.

Next year—Chicago, without the carnival.

FROM DISNEYLAND TO WAIKIKI

One of the more lavish of the extracurricular events at last week's NAB convention was the "California Holiday" sponsored by KABC-TV Los Angeles for some 200 out-of-town agency executives. The day began with a Disneyland tour and ended with a luau catered at the KABC-TV studios. Two trips to Hawaii were won by Peggy Harris of Guild, Bascom & Bonfigli, San Francisco, and Edward Fitzgerald, J. Walter Thompson Co., Chicago. Additionally, Hawaiian shirts or muu-muus were given out to each guest. Wearing theirs and posing for the informal photograph above is this relaxed quintet: (l to r) Helen Stenson, Foote, Cone & Belding, San Francisco; Jack Walsh, D. P. Brother, Detroit; Doris Williams, Brooke, Smith, French & Dorrance, San Francisco; Keith Lanning, McCann-Erickson, San Francisco, and Betty Share, BBDO, San Francisco.

DALE CLARK, WAGA's News Editor, has helped build WAGA's leadership through versatile news programming that scores on breadth, depth, and smooth presentation. Dale is heavy on *news*—light on sound effects!

GEORGIA PANORAMA is a standout twice-a-day news show produced by veteran Jim King and Dale Clark . . . a roundup of state and national News that Georgians swear by—and a winner of many awards.

Sell All of GREATER ATLANTA with the Award-Winning News Coverage of WAGA Radio

The broad area coverage of WAGA's strong signal matches the broad news coverage of its able staff . . . making a selling combination that's tough to top! Get the good news on how you can use WAGA to sell this 2 billion dollar market—Call your Katz man today.

"Famous on the local scene"
waga
CBS RADIO ATLANTA

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., New York
Chicago: 230 N. Michigan Ave.

STORER BROADCASTING COMPANY
Storer Radio

WAGA	**WGBS**	**WSPD**	**WJW**	**WJBK**	**WIBG**	**WWVA**
Atlanta	Miami	Toledo	Cleveland	Detroit	Philadelphia	Wheeling

WHAT DID NAB MEMBERS THINK OF CONVENTION?

Just what did the convention mean to NAB members and what do they want from the annual meeting? BROADCASTING *wondered, and so The Pulse Inc., nationally-known research and fact-finding agency, was commissioned to interview delegates at Los Angeles last week.*

Wednesday morning a crew of 12 professional Pulse interviewers went to work at 8:15—six at the Biltmore and six at the Statler. Pulse had checked off every fifth station delegate on the official NAB Monday registration list. Interviewers were instructed to contact delegates only in their rooms.

On a 230-broadcaster base, interviewers completed 158 interviews. Four were rejected because of non-broadcast affiliation.

The results of the first seven questions were fast-tabulated by the Pulse organization. They appear herewith. The remaining eight questions, with responses, will appear in the May 12 BROADCASTING.

AN overwhelming number of delegates to the 1958 NAB convention in Los Angeles considered the convention programming valuable, according to a survey of delegates conducted for BROADCASTING by The Pulse Inc.

Attendance at meetings was generally good in view of the multiple attractions provided during the five-day convention and the difficulty delegates experienced in getting around Los Angeles.

The first half of the survey was tablulated Thursday by The Pulse staff, headed by Dr. Sydney J. Roslow.

A fast glance at the raw data covering size of the convention and plans to limit the size of future meetings showed that about three out of five delegates considered the present convention too big and the rest figured it is about right.

Another preliminary figure reveals that two-thirds of the delegates interviewed (154 intervews were completed) favor the plan to limit future conventions to ownership and management delegates.

The untabulated questions go into detail on the problem of convention exhibits and facilities. They will show what sessions were deemed the most valuable. Other questions cover delegate opinion of NAB as a trade organization and suggestions for changes in its operation.

Trends anticipated in radio and tv business during 1958 will be analyzed along with enforcement and operation of the NAB Television Code.

Broadcasters were asked what they think of the FCC and its functioning. The results will give industry opinion on the effect of political pressures on the Commission along with the impact of private discussions with parties involved in proceedings. Another question dealt with effect of congressional investigation of the FCC on the broadcasting industry.

In addition, Pulse will provide interpretative comments on the figures tabulated herewith and the still untabulated data.

Interviewees were picked on the random-sample basis—one out of five names of broadcaster delegates who had registered Monday, taken from NAB's official published registration list. A number of NAB board members were included in the random sample, according to comments made to interviewers.

The random sample produced a representative cross-section of the U. S. (see table). Subjects were classified by executive status as well as by medium breakdown.

Interviewers found delegates extremely cooperative in answering questions. They found it difficult to reach delegates in their rooms, an obvious problem in view of the busy programming that ranged from breakfast meetings to luncheon and dinner functions. One of the women interviewers stood outside an interviewee's bathroom door, asking questions as he took his morning shower.

PULSE'S DR. ROSLOW

HE FELT OUT MEETERS ON MEETINGS

"This type of convention survey should be made every year," Dr. Roslow told BROADCASTING after analyzing the results. He added that the findings "provide a valuable tool for the NAB convention management."

The tabulated results of the first seven questions in the survey, broken down by media function where pertinent, follow:

Question 1: Do you attend NAB national conventions regularly?

Yes 87.7%. No 12.3%.

Question 2: Do you attend NAB autumn regional conferences regularly?

Yes 57.2%. No 42.8%.

Question 3: What part of the country do you come from?

Northeast 21.4%. Southeast 12.3%. Northwest 16.9%. Southwest 20.2%. North Central 22.1%. South Central 7.1%.

Question 4: Do you represent:

A—Top management or ownership in tv, 62.0%; am 82.5%; fm 34.5%.

B—Department head in tv, 81.2%; am 75.0%; fm 25.0%.

C—Engineering in tv, 92.0%; am 88.0%; fm 60.0%.

D—Total interviewed in tv, 68.8%; am 82.5%; fm 37.7%.

[Totals exceed 100% because of multiple ownership.]

Question 5: Why do you attend these conventions?

New ideas, information, knowledge gained from other delegates and from meetings, 55.8%.

Exchange ideas with others, 33.8%.

Visit exhibits, see new equipment and products, 19.5%.

Contact and fellowship, 15.6%.

Part holiday-vacation-pleasure, 5.2%.

Attend network meetings, 4.5%.

Sent by management, 3.2%.

Purchase films, programs, equipment,

To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

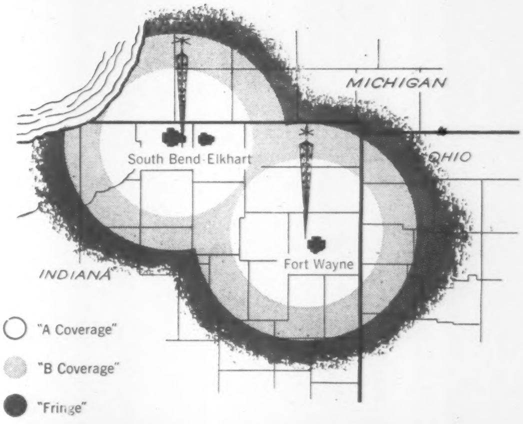
**NOW
ONE BUY**

delivers both—

**AT A 10%
SAVINGS!**

YOU NEED TWO LURES in Indiana!

In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover *two* major markets—South Bend-Elkhart and Fort Wayne—with *one* combination buy which saves 10%! The coverage they get is from *within*—strong in its local loyalties—no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population—$2.8 billion Effective Buying Income. Yours, with just *one* buy!


MICHIGAN
OHIO
South Bend·Elkhart
Fort Wayne
INDIANA
○ "A Coverage"
◌ "B Coverage"
● "Fringe"

call your **H-R** man now!

wsjv 28
SOUTH BEND ELKHART
ABC

wkjg 33
FORT WAYNE
NBC

1.9% (one said he had bought a videotape recorder).

Regular habit or tradition, 1.3%.
Miscellaneous, 2.6%.
No special reason, 7.1%.

Question 6. Did you attend any of these sessions? (By percent of those in the particular medium concerned in the individual program.)

Monday, April 28:
Forward Moving Fm, 41.3%.
Labor Clinic, 29.2%.
Automation & Remote Control, 24.0%.
Tv Film Session, 42.5%.
Wage-Hour Seminar, 27.9%.
Video Tape, 34.9%.

Tuesday April 29:
Joint Session (Stanton-Doerfer talks), 66.3%.
Luncheon talk by Marion Harper Jr., 45.5%.
Radio Management Conference—Inventory 1958, 29.9%.
Tv Management Conference—Tv Code, 50.0%.
Broadcast Pioneers Banquet, 13.0%.

Wednesday April 30:
Joint FCC panel, 56.8%.
Radio Management Conference (Radio Advertising Bureau Sales Clinic), 21.5%.
Tv Management Conference, 30.8%.
Small Market Television, 7.3%.

Question 7. Were these sessions of value to you?

Yes, 85.1%; No, 1.3%; No opinion, 11.0%.

[2.6% of respondents attended no sessions.]

HARD-EYED RADIO BROADCASTERS GIRD FOR ASCAP NEGOTIATIONS

- **Organize nucleus of 17-man bargaining committee**
- **Hear warnings that road is tough and expensive**

In a tight-lipped mood, representatives of the nation's radio broadcasters last week organized themselves for the first ASCAP radio music performance license negotiations in 18 years.

Some 100 of them on hand for an all-industry meeting Thursday in Los Angeles voted unanimously to set up and finance a 17-man committee to work out the best possible contracts to replace the present ones, which expire Dec. 31, this year.

The procedure is this:

The meeting empowered Robert T. Mason of WMRN Marion, Ohio, who presided as chairman pro tem, to appoint a nucleus interim committee. He named the following in addition to himself:

Ben Strouse, WWDC Washington; Cy Bahakel, WRIS Roanoke, Va.; Hugh Boice, WEMP Milwaukee; Les Peard, WBAL Baltimore; Elliot Sanger, WQXR New York; William S. Morgan Jr., KLIF Dallas; Sherwood Tarlow, WHIL Boston, and George W. Armstrong, WHB Kansas City. Indicating the all-industry composition, Messrs. Bahakel, Peard and Sanger are not NAB members.

This nine-man group will name eight other interim members, bringing the total to 17. Radio stations (fm as well as am) throughout the U. S., whether NAB members or not, will then be canvassed to elect a permanent committee, with the interim members as nominees but also with provision for write-ins.

To vote, stations must agree to pay—for the research, legal counsel and other expenses of the committee—an assessment in accordance with a formula to be fixed by the committee.

The procedure generally is like that used a year ago by television broadcasters, in setting up a 15-man committee which subsequently, in some eight months of negotiations, worked out an extension of ASCAP television music licenses. For tv stations, the assessment formula for each station was its highest one-time one-minute rate (in the tv negotiations before that, which dragged on for years, the ultimate payment was the highest one-time hourly rate).

As in the tv negotiations, the radio committee is empowered to negotiate and recommend. It will be up to each station individually to decide whether it will accept or reject whatever the committee recommends. Under a 1950 amendment to the ASCAP consent decree, stations may go to court if they cannot accept ASCAP terms.

The committee authorized at last week's meeting an "all-industry music license committee"—indicating that the group also will negotiate for new BMI radio licenses when the current ones expire March 11, 1959. Because the ASCAP contracts expire first, they were the center of the meeting's discussions.

The present ASCAP rate for local radio music licenses is 2.25% of net time sales in the case of blanket licenses, and about 8% of time sales in programs carrying ASCAP music, if the license is on a per-program basis. The radio networks all have blanket licenses; their rate is 2.75%.

The radio networks presumably will negotiate separately with ASCAP for new network contracts, as did the tv networks a year ago.

There seemed no doubt that the committee would press for a reduction below the present local rates [NAB Convention, April 28]. Undoubtedly, the networks will too.

ASCAP representatives sat in on the Chicago meeting (as did BMI representatives) and they heard one recommendation after another urging a get-tough approach to the forthcoming negotiations with the society.

Among the thoughts submitted for the committee's consideration:

- Remember that ASCAP is not the only source of music—that other music is available "if need be, in order to get a suitable contract."
- Why do stations have to pay more for ASCAP music even if they don't use it more than non-ASCAP music?
- News and talk programs—which have increased vastly since the last ASCAP radio negotiations in 1941—should be excluded in figuring the basis of payments to ASCAP.
- The attacks on radio-owned BMI and broadcasters during the past couple of years look like propaganda in preparation for license negotiations. As a counter-measure the committee should consider the possibility that radio can do without ASCAP.
- The ASCAP negotiations should be considered in state and regional meetings of broadcasters, starting as quickly as possible, in order to keep broadcasters informed of committee plans and progress and to give the committee the benefit of broadcasters' thinking. Chairman Mason suggested it might be worthwhile to have two or three committeemen attend these meetings.

Dwight Martin of WAFB-TV Baton Rouge, chairman of the 1948-52 Television Negotiating Committee and vice chairman of the 1957 industry group, was called upon to sum up his views based on the television negotiators' experience with ASCAP.

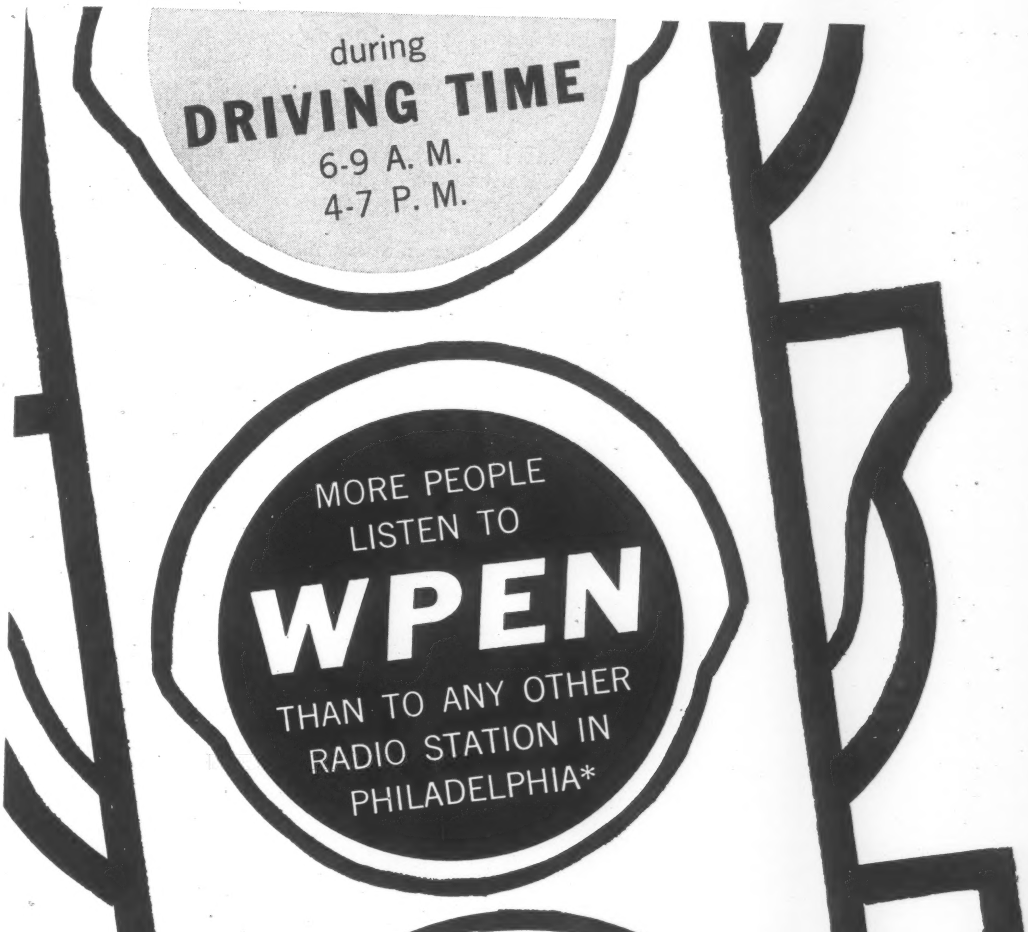
He did it thusly:

1. ASCAP derives a substantial part of its income (estimated unofficially at $20 million out of $24 million in 1956) from radio and television. So negotiation of radio-tv contracts is one of its most vital functions. ASCAP negotiators therefore will come fully prepared.
2. ASCAP's principal negotiators will be members of the ASCAP executive staff. ASCAP board members may attend, but the bedrock negotiations are done by staff members. Internally, the ASCAP board is divided; composers and publishers, for instance, have their differences. They are united on only one thing: to get the best deal they can.
3. One problem, not solved in the tv negotiations, is the existence of the antitrust suit brought by 33 ASCAP members seeking to dissolve NAB, divorce BMI from its broadcast ownership and collect $150 million in damages. This is "very important," because when tv negotiators thought they had a binding deal these songwriters took exception and, some four years ago, filed this suit. In the last tv negotiations the television committee asked for assurance that ASCAP members would be bound by the contract, but ASCAP could give no such assurance. Radio men may find it impossible to make a deal without some device that will give them court protection.

Mr. Martin made clear that when the committee is formed, the "problems have only started."

First, he said it is essential that the committee have money—a "considerable amount"—to finance the necessary research, pay for legal counsel and take care of all other expenses including that of keeping broadcasters informed of committee progress.

Equally or even more important, he said,


during
DRIVING TIME
6-9 A. M.
4-7 P. M.
MORE PEOPLE
LISTEN TO
WPEN
THAN TO ANY OTHER
RADIO STATION IN
PHILADELPHIA*
YEAR IN
YEAR OUT
WPEN
IS FIRST IN
OUT OF HOME LISTENING
ALL DAY LONG
ALL WEEK LONG

*PULSE 1956-1957

WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston* broadcasters must give "unqualified support" to the committee. If they give less, he warned, negotiations will be more difficult.

Questioning from the floor indicated a resurgence of broadcaster interest in per-program licenses as distinguished from blanket licenses. Under the former, ASCAP is paid only for programs on which ASCAP Music is used; under blanket licenses, a flat payment gives the licensee rights to use as much or as little ASCAP music as he wishes. Currently, most contracts are blanket.

Leslie C. Johnson, WHBF Rock Island, Ill., who offered the resolution proposing formation of the committee, said he is and always has been a per-program contract user. Interest in per-program rather than blanket licenses was indicated in the statements and queries of a number of others.

One broadcaster observed that, with automation on the increase, the reporting of numbers used under a per-program contract might be greatly expedited. He thought it might be reasonably easy, therefore, to set up a clearing house to handle such counting and reporting.

Several broadcasters stressed the importance of having all geographic regions as well as both fm and am stations represented on the committee. Mr. Mason suggested that if any group wished to propose specific nominees to the interim group, they should submit the names to John F. Meagher, NAB vice president for radio, at NAB headquarters in Washington.

Shafto, Martin Join Tv Board; Five Other Members Re-Elected

Two new members were elected to the NAB Television Board at Los Angeles last week, with five members re-elected. New members are G. Richard Shafto, WIS-TV Columbia, S. C., and Dwight Martin, WAFB-TV Baton Rouge, La.

The two new members began two-year terms as the NAB convention came to an end. Re-elected to the board were James D. Russell, KKTV (TV) Colorado Springs, Colo.; Joseph E. Baudino, Westinghouse Broadcasting Co.; C. Howard Lane, KOIN-TV Portland, Ore.; John E. Fetzer, WKZO-TV Kalamazoo, Mich., and Payson Hall, Meredith Publishing Co.

Continuing on the board as appointed network directors were Alfred Beckman, ABC-TV, William B. Lodge, CBS-TV, and Frank M. Russell, NBC-TV. Other board members serving their second year of two-year terms are J. J. Bernard, KTVI (TV) St. Louis; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and Willard E. Walbridge, KTRK-TV Houston.

Film Buying Group Reports '57 Buys Totaled $4 Million

Tv Stations Inc., film buying organization representing 83 stations, reported last week that it purchased $4 million worth of film for its members during 1957. The announcement was made by W. D. (Dub) Rogers Jr. (KDUB-TV Lubbock, Tex.), president, after a meeting of the organization at the NAB convention in Los Angeles.

Mr. Rogers noted the 1957 buying figure contrasted with $1 million in 1956. He estimated the total would reach $7 million this year.

Tv Stations membership is open to one station in each market. Stations purchase shares ($100 par) equal to their highest one-time, one-hour rate and are restricted to four voting shares. A station with a one-time hourly rate of $600 would get six shares, four voting and two non-voting. Both categories of shares are eligible for dividends at the same rate.

The organization maintains a permanent New York staff of seven. Joe Floyd of KELO-TV Sioux Falls, S. D., is vice president, and Ed Craney of the XL stations is secretary-treasurer.

RULE QUESTIONS MERCHANDISE AIDS

- **Calls for probe of practice**
- **Tv heads quick to respond**

Call for an industry movement to investigate—and perhaps find against—the practice of broadcasters offering merchandising assistance to advertising campaigns was made from the floor of a tv management session in Los Angeles last week. The spokesman: Elton H. Rule, general manager of KABC-TV Los Angeles.

Mr. Rule's spirited proposal drew evident response from the conference audience, who until that time had reacted perfunctorily to the panel's position, which was generally in favor of merchandising. Mr. Rule rose in the last minutes of the meeting to say that the industry is now in a national merchandising dilemma, the "greatest national giveaway in our history."

The panel itself was directed to the question "When Is the Sale Completed." The members were John Cohan, KSBW-TV Salinas, Calif.; Ray Welpott, WKY-TV Oklahoma City, and Art Schofield, Storer Broadcasting Co. Thad Brown, NAB tv vice president, presided. Mr. Cohan also acted as moderator.

Mr. Cohan said that the sale was completed only when the sponsor's product was purchased. He said broadcasting has an unequaled challenge to sell, pointing out that while productivity rose 64% during the 1946-1956 period, distribution increased only 22%. He said the current trend toward self-service stores of all kinds makes it imperative the consumer be pre-sold.

Mr. Welpott went a step further in his answer to the "When Is the Sale Completed" question. He said it was when the renewal contract was signed, indicating that the ad campaign had indeed produced results for the sponsor and had won him over to the station.

Mr. Welpott, speaking of merchandising, criticized broadcasters for relying extensively on printed media—newspapers, car cards, direct mail and similar devices. He found this as negating effectiveness of the broadcast media themselves. Mr. Welpott also described how WKY-TV employs one man to concentrate on local distributors, advising them of national campaigns in which they can participate and counseling their advertising use.

Mr. Schofield told the delegates they have no choice on going into merchandising. Advertisers now expect it, and there is no "land of beginning again." Pointing to the recent eye & ear survey of timebuyer criteria for judging media selection, he noted that merchandising ranked second only to personality cooperation as a deciding factor. As to who should pay for it—the station or the advertiser—he recommended that stations accept the expense themselves or put it on the rate card.

The fireworks from the floor began after Austin Heywood of KNXT (TV) Los Angeles commented that he felt a station could render better service to its advertisers by audience promotion than by going into the merchandising area. There are professionals in that field whom the advertiser can hire for that purpose, with better results and at lower cost than the station can offer, he said. Mr. Rule then arose to suggest the industry study of the merchandising problem. Time limitations prevented further discussion by the panel or from the floor, but it was evident he had touched a nerve.

NAB's New Engineering Primer Scheduled for Late This Year

NAB's new primer on engineering should be in the hands of all member stations late this year, or early in 1959.

That was the word passed along to technical delegates attending the 12th annual Broadcast Engineering Conference at the Statler Hotel last week. The tentative publication schedule was announced by A. Prose Walker, NAB engineering manager.

He reported the handbook's first section on radio-tv will be turned over to the publisher "shortly" and the rest, being written by several contributing authors, will be ready in June. Much of the content will be new and "hard-to-find and often misunderstood" material, he added.

Ebel Outlines Qualifications Of Today's Good Chief Engineer

Qualifications of a good chief engineer by today's management standards were laid out at a closing Broadcast Engineering Conference program Thursday morning.

The attributes, from a station executive vantage point, were given by A. James Ebel, vice president and general manager of KOLN-TV Lincoln, Neb., in the form of a technical address.

Today's chief engineer, he said, should maintain the good habits, neat appearance and pleasing personality of an executive; have expert technical knowledge, with the ability to double as architect, design and project engineer and construction supervisor; serve as labor relations specialist in "go-between" capacities with management, and handle cost accounting.

The chief engineer must evaluate money from the management standpoint, he said.

BIG LEAGUE RADIO

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game . . . the authoritative voice of a respected newscaster . . . a favorite CBS Radio Network drama . . . a lively local personality show . . . a thoughtful public interest feature: these are the components that build 24 hours of *foreground* listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners *really* listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.

Represented by
CBS RADIO
SPOT SALES

KMOX CBS
50,000 Watts
RADIO
"THE VOICE OF ST. LOUIS"

VTR AGAIN STARS AT CONVENTION NOW IN COLOR WITH BIGGER CAST

- **RCA turns former Ampex solo act into new duo**
- **Color box office not up to monochrome opening**

Two years ago Ampex Corp. introduced its videotape recorder at the 1956 NARTB convention in Chicago and captured the attention of the meeting. Before the four-day convention had ended, Ampex had orders for some $4 million worth of its vtr machines.

Last week, at the 1958 NAB convention in Los Angeles, videotape recorders were again the stellar attraction. Something had been added: color—and competition. This time Ampex was not alone in the field. RCA also displayed and demonstrated its new line of videotape recorders, both black-and-white and color. As in 1956, interest ran high and broadcasters thronged thick at both exhibits.

But this year, the evident interest was not translated into sales. Ampex, before the convention opened, had sold three prototype color machines, one to WGN-TV Chicago and two to CBS-TV. RCA puts its sales at about 20 color units, half of them to its own subsidiary, NBC. But for the most part tv station operators were just looking, not buying. The explanation is simple. In April 1956, some 35 million families were watching tv on their own black-and-white receivers in their own homes. Today that number has risen to well over 41 million. But the homes with color sets can be counted in the thousands. At this stage, few tv stations feel any pressure from viewers or advertisers to rush into color recording.

Meanwhile, monochrome videotape recording has come a long way in the past two years. The first Ampex units lacked interchangeability; that is, a taped tv program had to be played back on the machine on which it was recorded. Today, Ampex claims complete interchangeability, with any vtr made on any of its machines playable on any other Ampex machine. That is for black-and-white tapes. The first color prototypes, like the one to be delivered to WGN-TV in June, will not permit tapes to be interchanged. But Ampex confidently expects that by November, when the first color production units are scheduled, they will be as freely interchangeable as the monochrome tapes.

RCA's videotape recordings at present lack interchangeability, but the company's engineers expect that within a year tapes recorded on any RCA vtr machines will be playable on any other RCA unit. Further, they anticipate that in the not too distant future tapes recorded on either RCA or Ampex recording equipment will be payable on the other company's machines, just as any home record player will reproduce disc recordings of any make.

The two companies have priced their units at substantially the same figure for complete color recorders. The full Ampex equipment sells for $64,000; the RCA price tag reads $63,000. But the breakdowns differ. RCA is offering its black-and-white recorders for $49,500, the color accessory for $13,500. The Ampex monochrome recorder is priced at $45,000, its color unit at $19,500. (Originally, Ampex had announced that the prototype color unit would be priced at $29,000, with a substantial price reduction for the regular production units, comparable to the drop in monochrome recorder prices from $75,000 for the prototype machines to $45,000 for the production models. But with full production of the color units scheduled for late Fall, Ampex has decided to establish a firm price now and to maintain it then.)

Along with interchangeability, the users of vtr wanted to be able to edit and splice taped programs as they had been able to edit those on film. To meet that desire, Ampex has developed a splicer which was also displayed and demonstrated last week. This unit, which will be available in the fall at a price between $500 and $950, is essentially a clamp which holds the tape in place while the cut and splice are made. Unlike film, the tape cannot be viewed a frame at a time for editing purposes, but must be run through the reproducer *in toto* and the place for the cut noted. Coating the tape with a magnetic developing fluid reveals five-second pulse marks equivalent to the sprocket holes in motion picture film. These enable the operator to line up the pulses for a clean splice. The backing tape produces a splice which will hold firm against a pull of 10 to 20 pounds and an Ampex demonstrator stated that they have never had one come apart.

There has been a lot of confusion about vtr editing, Howard Meighan told a group of advertising agency executives Wednesday. (Mr. Meighan last month resigned his CBS vice presidency to enter the business of producing commercials on Ampex tape [AT DEADLINE, March 31]. Tape, he said, is not an extension of motion picture film but of live television. Programs and commercials are taped as they are done live, consecutively and completely, not in bits and pieces for later assembly. Where a movie scene is filmed several times from several angles, a live tv scene is done only once, but with two or more cameras, and edited in progress. Cuts and splices are the exception, rather than the rule, he said.

The Agency visitors also saw a demonstration of the Ampex colortape. First they watched a live color program picked up by the new General Electric color camera [see story, page 96]; then they saw the same program played back on the tape that had recorded the original a few minutes earlier. NBC-TV also staged a colortape demonstration last week (see story, page 96).

Quality of the color, both live and taped, was noticeably better on Wednesday than it had been at a similar demonstration given newsmen the preceding Saturday. Then the live pickup had been too vivid, the taped reproduction too pale, both attributed to faulty color adjustments by operators not yet acclimated to their convention surroundings. On Wednesday, both live and taped color were much more natural and much better matched.

The two demonstrations also disclosed a surprising difference between journalists and agency people. Each show closed with an invitation for the members of the audience to make brief on-camera appearances then watch themselves on the taped playback. The newsmen and women accepted enthusiastically; the agency executives demurred and only a few of that group were finally cajoled into the act.

Foreign Outlets, Race Track Buys Ampex Monochrome VTR Units

Of the 110 Ampex monochrome vtr units purchased by tv stations and networks (100 have already been shipped), 25 have gone outside the U.S., the company reported last week. Canada (CBC) has 6; Germany also has 6; England has 5 and so has Japan, with one each to Cuba, Mexico and Australia.

At home, NBC has 11 units, all in Hollywood; ABC has 10—4 in Hollywood, 4 in Chicago and 2 in New York; CBS has 24 —15 in New York and 9 in Hollywood.

In addition to sales to tv stations, Ampex also has supplied its videotape recorders to three producers of tv commercials—Filmways, Telestudios and Elliot, Unger & Elliot, and to the Yonkers (N.Y.) race track (to settle disputes about fouls at the turns).

Small Markets Committee Moves To Liberalize Rules on Relays

A new attempt to ease the problem of common carrier facilities for tv broadcasters began last week at a meeting of the Small Markets Committee, held coincidentally with the NAB convention in Los Angeles. The committee, headed by Capt. Harry Butcher of KIMA (TV) Yuma, Ariz., authorized a petition to the FCC asking liberalization of rules for ownership and operation of intercity relay circuits.

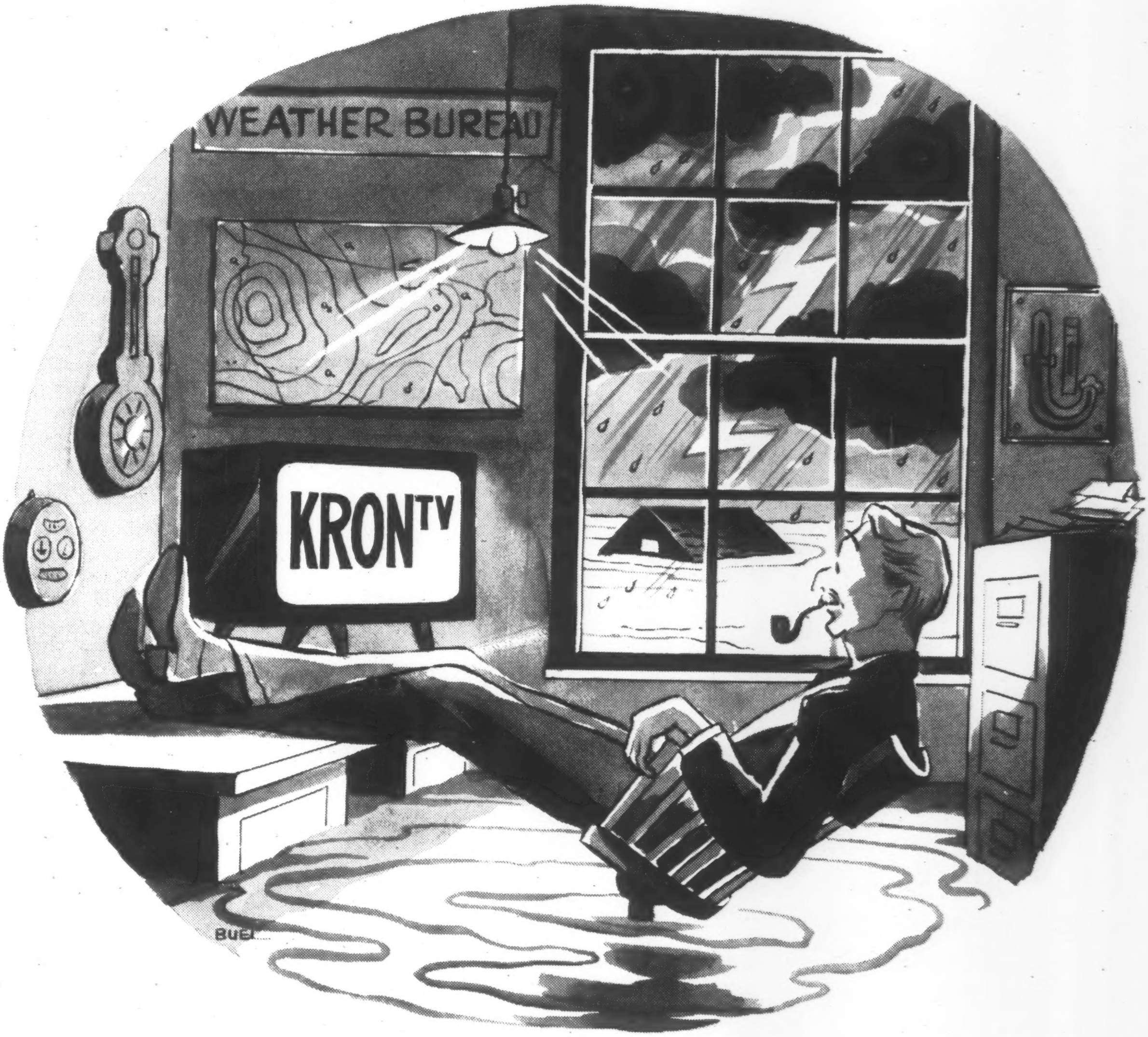
Copies of the committee's resolution also will be sent to the Senate and House interstate commerce committees.

Basically, the station operators represented by the Small Markets Committee seek (1) an end to what they consider inequitable line charges by AT&T and its subsidiaries across the country and (2) the right to construct and operate their own inter-city relays.

Current FCC regulations require that broadcasters use the common carrier facilities of AT&T where they are available. Further, even when a broadcaster is permitted to construct his own facilities where AT&T has no lines, he must give up his lines if AT&T subsequently makes facilities available.

The problem is a recurrent one. A number of individual broadcasters in past years have gone to the mat with AT&T on this score, but without success.

KRON is TV in SF


WEATHER BUREAU
KRONTV
BUEL

San Franciscans are sold on KRON-TV

KRON is No. 1 in SF
Sign-on to sign-off share

KRON-TV	**36.0**
Sta. B	33.2
Sta. C	25.6
Sta. D	10.8

ARB. March '58

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

WMBD-TV
CBS PEORIA

FIRST 66 DAYS
OF TELECASTING—
ARB REPORTS

"Family Theatre"

(4-6 PM WEEKDAY VARIETY PROGRAM)

★ dominates the 5 to 6 segment—leads in 20 out of 20 quarter-hour periods!

★ delivers 200% more adults than the other two stations combined* . . .

★ delivers an average adult audience of 76.5% (37.4% men—39.1% women)* . . .

* *Based on ARB—March, 1958 Report*

CONTACT YOUR
P.G.W. COLONEL FOR THE
COMPLETE FACTS ABOUT
PEORIA TELEVISION!

CBS PEORIA
WMBD-TV

EXPERTS STILL DUBIOUS ON CSSB

Engineers seem still undecided about the overall advantages, if any, of compatible single-sideband transmission over conventional am methods, judging by results of field tests reported during the 12th annual Broadcast Engineering Conference last Tuesday.

The results were discussed by representatives of RCA Labs, ABC (WABC New York), Westinghouse Broadcasting Co. (KDKA Pittsburgh) and WSM Nashville, Tenn. Several 50 kw stations have installed CSSB equipment and conducted tests the past 12 months. CSSB equipment also has been utilized by the Voice of America.

Involved in the tests, conducted in the 540-1600 kc broadcasting bands, are interference reduction factors and, in the longer range, the theoretical potential of more channels (beyond the present spacing of one every 10 mc) if CSSB is adopted.

George A. Olive, RCA research engineer, reported a mathematical analysis but emphasized that "a comprehensive valuation of the system can only come as the result of careful field testing." His data showed that CSSB is perhaps less susceptible to distortion and fading but that there are "very broad limits" to the performance estimate.

Robert A. Morris, ABC Radio facilities engineer, reported on unpublicized tests at WABC covering the periods Nov. 12-Dec. 7, 1957, and Dec. 8, 1957-Jan. 31, 1958. He said they were designed to give listeners an opportunity to ascertain differences between CSSB and conventional am transmission. He suggested "more precise tuning" of receivers to ascertain benefits of single-sideband.

Results were adjudged as "meager" at KDKA by Ralph N. Harmon, who claimed it was impossible to draw any conclusions. He added that perhaps the sound of the station was "not any worse and maybe a little better."

Lucien Rawls, supervisor of research and development at WSM, reported on tests at his station and played tapes, illustrating switchover from conventional am to CSSB. Tapes were recorded under several conditions, with differences varying during the continuing series of taped musical selections. He posed reservations about the problems of receivers in the field and reported WSM probably would undertake modulation tests.

Station tests thus far have been designed to evaluate such conditions as reduction in co- and adjacent-channel interference, distortion and fading, possible improvement in signal-to-noise ratio and reduction in interference to am reception from tv receiver oscillators.

Among advantages claimed for compatible single-sideband techniques are increased effective transmitter power, minimized selective fading distortion, reduced channel (co- and adjacent) interference and improved audio fidelity and intelligibility.

During floor discussions Tuesday afternoon, it was revealed that the Soviet Union has been conducting optimum modulation tests with a high degree of success in word and phrase intelligibility.

Mr. Morris reported deficiencies in automobile push-button radios when compatible single-sideband transmission was employed.

In a related area, an interim report on engineering factors underlying tv allocations was delivered Thursday by George R. Town, executive director of the Television Allocations Study Organization. During the past 14 months some 76 meetings have been conducted in such areas as home picture quality, strength and coverage of tv transmission, interference problems, sound-to-picture power ratios and service to "shadow" areas. TASO is expected to report to the FCC, which requested its formation, sometime later this year.

In Tuesday's sessions, status of remote control and automatic logging of am-fm transmitters was given by Harold Kassens, chief of aural existing facilities, FCC Broadcast Bureau. He explained data the Commission is seeking from stations requesting such operation—those with directional antennas and others with transmitter power above 10 kw.

WAKR Akron, WJR Detroit and WBSM New Bedford, Pa., have received authorization for remote control operation and the Commission has received applications from 12 to 14 others, Mr. Kassens reported. He said applications will be granted upon a satisfactory showing that a station's directional antenna is stable and in proper adjustment, and with the inclusion of monitoring point readings. Each application will be judged on its own merits, he stressed.

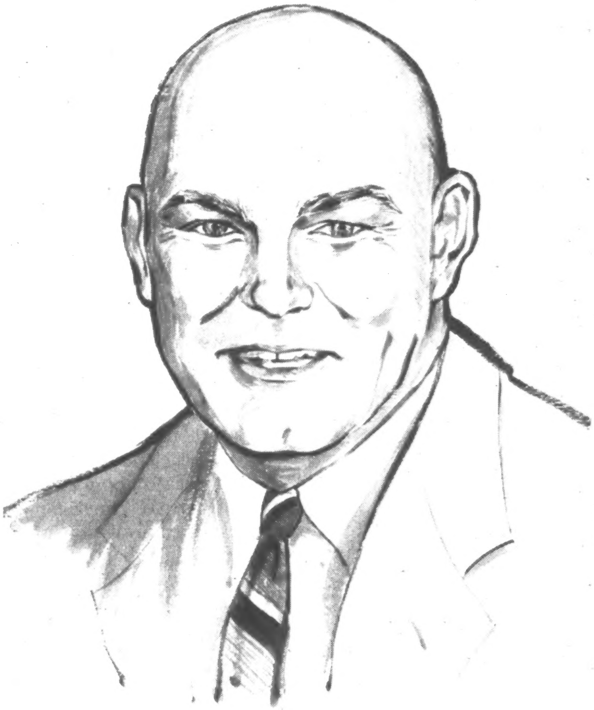
A. Prose Walker, NAB engineering manager, reported progress in developing equipment for logging transmitters by remote control, despite a chief difficulty of keeping costs "below the Cadillac class." He addressed the opening session of the Broadcast Engineering Conference Monday. Tests are now underway, he pointed out, with "loggers," including several with a remote control feature, to gather sufficient data, looking toward petitions to be filed with the FCC for authorization.

Panelists Report Top Pictures Result in Tv-AT&T Cooperation

Broadcasters and telephone companies are cooperating more closely than ever before, utilizing new techniques to give the public better tv picture quality over larger distances.

That was the consensus of a technical group, the Network Transmission Committee, which has been monitoring audio and video signals. Members reported on their findings during a technical panel of the Broadcast Engineering Conference last Monday. Panelists included John Thorpe, American Telephone & Telegraph Co.'s long lines department, chairman; John Serafin, ABC; H. C. Gronberg, NBC; W. B. Whalley, CBS-TV, and F. R. Freiberger, Pacific Telephone & Telegraph Co.

Alabama's Oldest Station
Alabama's Newest Programs



Dave Campbell . . .

A telephone, interested listeners, and Dave Campbell—these make up one of the most popular nighttime programs in the Birmingham area, "The People Speak."

As moderator of this award-winning show which broadcasts listeners' conversations with Dave on any and all subjects, Dave keeps phone calls and comments coming in at a rapid pace. And listener interest is captured at just as rapid a pace!

Through research and active participation, Dave is also a recognized authority on hunting and fishing, giving his colorful, accurate reports on "Sports Outdoors."

His genial disposition, good humor, and genuine interest in people and their problems make Dave a "personal" friend of his listeners . . . and they are many in number! These same folks will be friends of your clients' products, too, when Dave delivers your sales messages.

Witty, entertaining Jim Lucas charms the ladies on "Breakfast at the Tutwiler," the youngsters on "Teentime," and entertains all on "Funfare."

Able, incisive Charlie Davis heads up WAPI's news staff, which has won more awards than any other Alabama station.

Pleasing to the eye, Barbara Bender is an equal delight to the ear as she fills her role as co-emcee and vocalist on "Breakfast at the Tutwiler."

Informality is the watchword with Leland Childs as he hosts "The Early Risers' Club" and greets the afternoon audience on "Hi Neighbor."

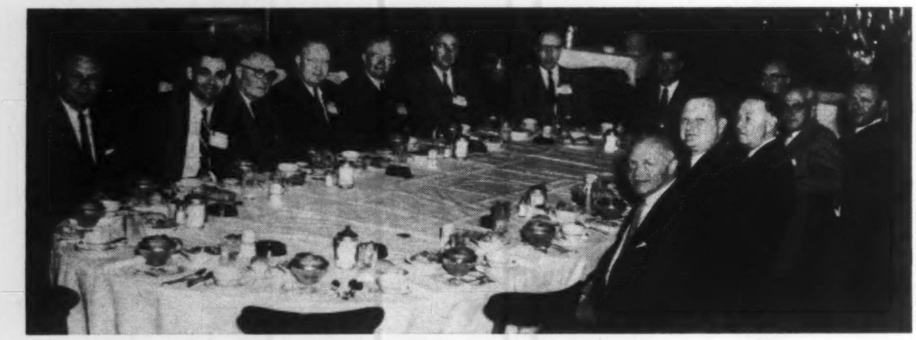
RADIO sets tuned to Owen Spann "The Morning Man" and to "Spannland" deliver the latest music, weather information, and news in a humorous vein.

Represented nationally by
HENRY I. CHRISTAL

WAPI Birmingham

The NEW Voice of Alabama

sister station to **WABT, A**labama's **B**est in **T**elevision



THIS *is the new board of the Assn. of Maximum Service Telecasters, which met during the NAB convention in Los Angeles. Clockwise from left (all are board members unless otherwise identified): Wrede Petersmeyer, WISH-TV Indianapolis; Ernest W. Jennes of Covington & Burling, counsel to AMST; Carl Meyers, substituting for Ward Quaal of WGN-TV Chicago; Don Davis, KMBC-TV Kansas City; Harold Hough, WBAP-TV Ft. Worth; Joseph Epperson, WEWS (TV) Cleveland; Jack DeWitt, WSM-TV Nashville; Jack Harris, KPRC-TV Houston; Howard Lane, KOIN-TV Portland, Ore.; Howard Head of A. D. Ring & Assoc., consulting engineers to AMST; Alex Keese, WFAA-TV Dallas; Carter Parham, WDEF-TV Chattanooga; Les Lindow, executive director of AMST, and Roger Clipp, WFIL-TV Philadelphia.*

Not at the meeting: Harold Essex, WSJS-TV Winston-Salem, N. C.; John S. Hayes, WTOP-TV Washington; Charles Crutchfield, WBTV (TV) Charlotte, N. C.; Harold Gross, WJIM-TV Lansing, Mich.; Harold Stuart, KVOO-TV Tulsa, Okla.; Robert Swezey, WDSU-TV New Orleans, and Lawrence Rogers II, WSAZ-TV Huntington.

Directionals for Tv Under Test by AMST

Directional antennas for television will be tested by the Assn. of Maximum Service Telecasters (AMST) in an experimental program announced last week by AMST President Jack Harris, KPRC-TV Houston.

He said the tests were "consistent with the AMST principle that the FCC should have available to it adequate and reliable technical information obtained under proper conditions before changes are made in television allocations principles."

In conducting the tests, Mr. Harris said, AMST is "taking no position on the ultimate use of directional antennas."

AMST members operate vhf and uhf stations at the maximum power allowed under FCC rules. At present, directional antennas are allowed by FCC only for purposes of improving service, not to protect other stations from interference.

Mr. Harris said AMST will welcome the participation of "all interested segments" of the tv manufacturing and broadcasting fields.

During the past year, AMST has been conducting extensive field intensity measurements of vhf and uhf singals which Mr. Harris said are now in "a very advanced stage."

Earlier, AMST members were told by their legal counsel that the future of tv as it is known today "will be put on the line, perhaps by the latter part of this year and certainly in 1959."

Ernest W. Jennes, of the Washington firm of Covington & Burling, referred to expected allocations decisions for the expansion of tv service. He said proposals to allocate four tv channels to each of the top 200 markets "cannot be accomplished without taking a knife and butchering existing allocations, policies and service areas."

New officers and three new board members of AMST were elected at the annual meeting in Los Angeles last week.

Mr. Harris was re-elected president. Other officers: Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Donald D. Davis, KMBC-TV Kansas City, second vice president; Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer, and Lester W. Lindow, executive director of AMST, assistant secretary-treasurer.

New board members: C. Wrede Petersmeyer, Corinthian Stations; Alex Keese, WFAA-TV Dallas, and Mr. Essex.

The new executive committee is composed of Messrs. Harris, Crutchfield, Essex, Davis, Petersmeyer, John H. De Witt, WSM-TV Nashville and John S. Hayes, WTOP-TV Washington.

A technical committee also was appointed by the board. It includes Joseph Epperson, chairman, WEWS (TV) Cleveland; Phil Laeser, WTMJ-TV Milwaukee; Wilson Wearn, WFBC-TV Greenville, S. C.; Tom Howard, WBTV (TV) Charlotte, N. C.; Henry Rhea, WFIL-TV Philadelphia, and Mr. De Witt.

Engineers Should Note Access and Automation

Engineers have a stake in the fight for free access to information and in the future of automation, NAB President Harold E. Fellows told a convention engineering conference luncheon Monday.

At the same time, he urged engineers to take a "personal" interest in programs for the education of future technical personnel. He described engineering as "the most critical" area in which the radio-tv industry wants and needs college-trained youth.

The American Bar Assn.'s Canon 35, barring use of cameras and microphones in courtroom, legislative and other public proceedings, "relates very directly" to the engineer, Mr. Fellows pointed out, because of equipment "disturbance" factors alleged by lawyers and judges. "This is in truth, therefore, a technical, not a social question," he observed, citing actual trial coverage in Denver, Oklahoma City and elsewhere.

Mr. Fellows suggested an engineers' canon for coverage of public hearings, listing four responsibilities: (1) Making initial contact with judges "to assure mutual understanding" for installing equipment; (2) installing equipment at the court's convenience; (3) placing microphones "where they would not dominate the scene" and shielding cameras "from the gaze of the principals and spectators", and (4) assuring "acceptable" garb for engineering crews.

Engineers were encouraged by Mr. Fellows to help develop and test equipment "that will streamline this industry" in terms of procedures and regulations and to obviate the "waste of valuable engineering manpower on menial tasks that could be performed automatically."

Status of BBC Video Related by Engineers

Little if any contact is made with the Iron Curtain despite a permanent link of eight European countries for the exchange of tv programs, Sir Harold Bishop, Engineering Director of the British Broadcasting Corp., told a Broadcast Engineering Conference luncheon Wednesday.

He reported on the status of BBC Television, including video tape and mechanics of its recording system, color tv and the shortage of graduate engineers in Britain.

Language and technical difficulties are posed by the varieties of transmission methods, Sir Harold pointed out. BBC maintains a standards converter at Dover for reception and transmission of programs involving France. In other areas:

There has been research and experimentation on color tv, but it has not been introduced yet for lack of "real public demand."

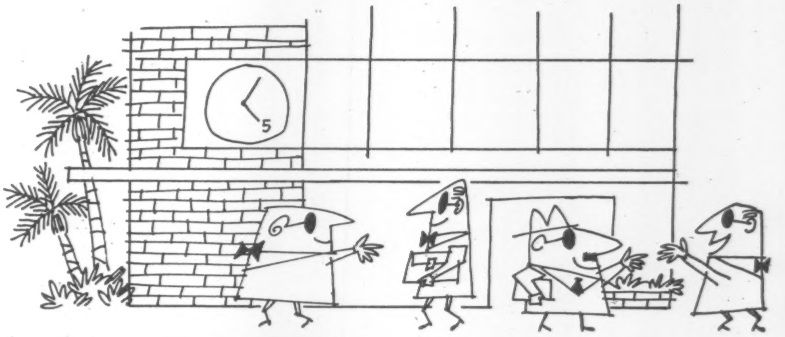
BBC's research department has developed a new video tape recorder, with some 30 stations in Great Britain using the process. (BBC utilizes one-half inch magnetic tape with two tracks, compared with the American system of two-inch tape and four tracks.)

BBC is not using uhf bands but is watching U. S. developments, including work of Television Allocations Study Organization.

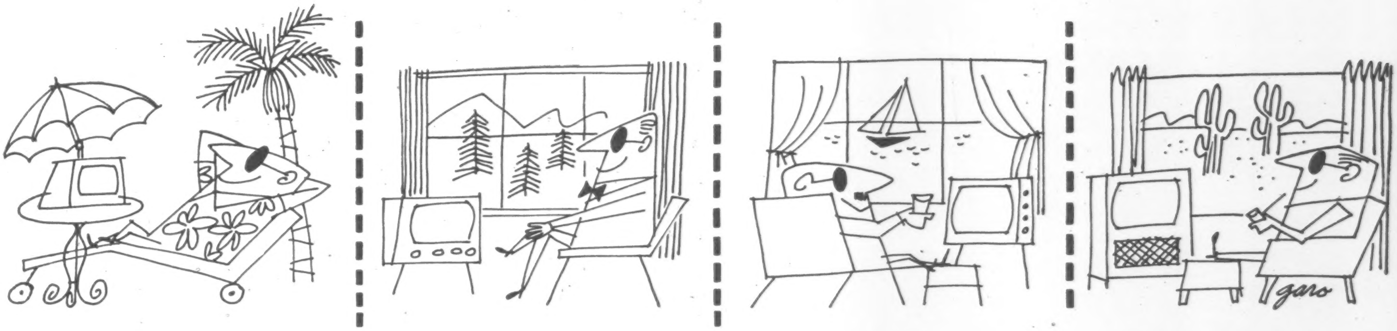
BBC has launched its own educational training program for engineers, technicians and operators.

In monochrome tv, Britain still prefers its 405-line system. F. C. McLean, BBC Deputy Chief Engineer, told a technical session Thursday morning. He felt it holds an advantage over the U. S. 525-line method because "relatively low scanning speed minimizes the presence of reflections." He conceded that while it helps to eliminate noise, scanning lines in the picture tend to be more visible and there's apt to be "more flicker."

BBC plans to use American-type image orthicon cameras, rather than its own emitron, in a London tv center now under construction, primarily because of "contrast range."



ANGELENOS



ARE DIFFERENT...

They're more community centered. In the 4,866 miles of mountains, valleys, desert and seashore comprising the Greater Los Angeles market*, there are 71 incorporated cities and more than 100 booming un-incorporated communities. "Downtown" has been replaced by 1200 "Super-Shopping-Centers." And each one does an annual gross of more than $20 million! **SO IS KRCA!** It's the one station that's programmed to hit all Angelenos right where they live. With KRCA you can reach all of these communities in 10 seconds. That's why LUX SOAP PRODUCTS used KRCA *exclusively* when they wanted to make a big new sales impression on community-loving Los Angeles.

KRCA CHANNEL 4 • LOS ANGELES—SOLD BY NBC SPOT SALES

*Los Angeles and Orange Counties. To be sure, KRCA covers the communities of *five* Southern California counties, with 2,300,000 TV homes.

LOCAL COLOR: HARD ROW TO HOE

The way of the tv station that embarks on a course of local color programming is hard, a panel of three veteran colorcasters told the NAB tv management conference on Thursday. And, they asserted, it is likely to remain that way until the set manufacturers get behind color with lower-priced sets and more aggressive promotion, and the networks provide more color programming in prime evening hours.

People who have watched color programs are enthusiastic about them, the panel members agreed, but not enough people have been exposed to color and not enough of those who have been exposed are willing to buy color sets at today's prices.

Two years ago, Robert D. Swezey, executive vice president and general manager, WDSU-TV New Orleans, told a similar NAB convention session that color programs should be charged for from the start. "It's silly to give color to agencies now and expect them to pay for it later," he stated. Louis Read, WDSU-TV vice president, said that although the station still believes in that principle, it has dropped its extra charges for color for the time being.

Two years ago, Mr. Read reported, New Orleans advertisers and agencies were excited about color and responded enthusiastically to WDSU-TV's aggressive color promotion. But when color set sales lagged, interest waned. Then there were about 1,500 color sets in the New Orleans market, he said, and today there are only 4,000-5,000, scarcely a phenomenal growth.

Stations going into color must decide for themselves whether they are in the advertising business or program service business, Clair R. McCollough, general manager, WGAL-TV Lancaster, Pa., stated. If the former, then what they have to sell is circulation and impact, he said. If the latter, then a cost-plus charge is in order.

WGAL-TV, Mr. McCollough reported, operates as an advertising medium and does not propose to ask more for its time for color programming than for black-and-white shows. Noting that the highest radio station break rate in Los Angeles is $75, compared to $800 for the top tv station break, he asked if anyone can say whether color tv will be worth 10% more than monochrome to an advertiser, or ten times as much.

Three essential ingredients for a color operation were given by Owen W. Saddler, general manager, KMTV (TV) Omaha, Neb.: true compatibility, lots of promotion and a completely commercial format. "Make sure all color programs look good in black-and-white; protect your present audience while building a new one," he said.

KMTV has staged the kind of programs that can catch the local eye and has promoted them to the hilt, he said. Beginning with a top society charity fashion show colorcast two years ago, KMTV has given Omaha its first live colorcast of opera, boxing and wrestling; it covered the Aksarben Coronation and Ball in color; it staged a week-long color carnival in cooperation with set retailers that raised Omaha from 41st to 7th nationally in color sales. Best of all, every colorcast except the initial charity affair has been sponsored.

SOME LIGHT SHED ON CATV DILEMMA

- **FCC inquiry assured**
- **Station action initiated**

The futile effort of tv stations in small markets to arouse interest in the impact of community antenna systems on their audiences finally received recognition at the NAB Los Angeles convention.

Two principal hopes for relief appeared:

- The FCC is planning a study of the whole problem because of the wide public interest shown in the role these wired systems are performing on the broadcast scene.
- A group of tv stations suffering from community antenna competition took steps to set up a formal organization.

Several informal conferences were held during convention week, with FCC members participating as invited observers.

The community antenna problem came to a head Wednesday morning at the FCC panel session when George Hatch, KUTV (TV) Salt Lake City, raised the point. Comr. Rosel H. Hyde replied that the question requires very serious study, adding that he understands the commission is planning an inquiry into the subject.

NAB President Harold E. Fellows said he felt some association members wanted assurance such a study would be conducted, with Comr. Hyde giving this assurance.

Represenatives of more than 50 tv stations met Monday morning to set up an association "for the purpose of furthering the establishment and development of free smalltown television throughout the country." William C. Grove, KFBC-TV Cheyenne, Wyo., was named chairman of a three-man committee to put the new project in operation. Other members are Ed Craney, KXLF-TV Butte, Mont., and Marshall Pengra, KLTV (TV) Tyler, Tex.

A resolution was adopted asking the FCC "to require that all applicants and present authorized common carriers, translators, boosters and private microwave relays be required to file with the Commission copies of the written consents from all tv stations and other holders of property rights, whose programs are being transmitted."

Another resolution asked the FCC to act quickly and favorably in proceedings involving the proposed right to use private microwave relays for tv stations.

The group wants the FCC to reconsider its action disclaiming jurisdiction over community antennas. Members feel the Commission should rule that no microwave service can relay programs without written consent from the program source.

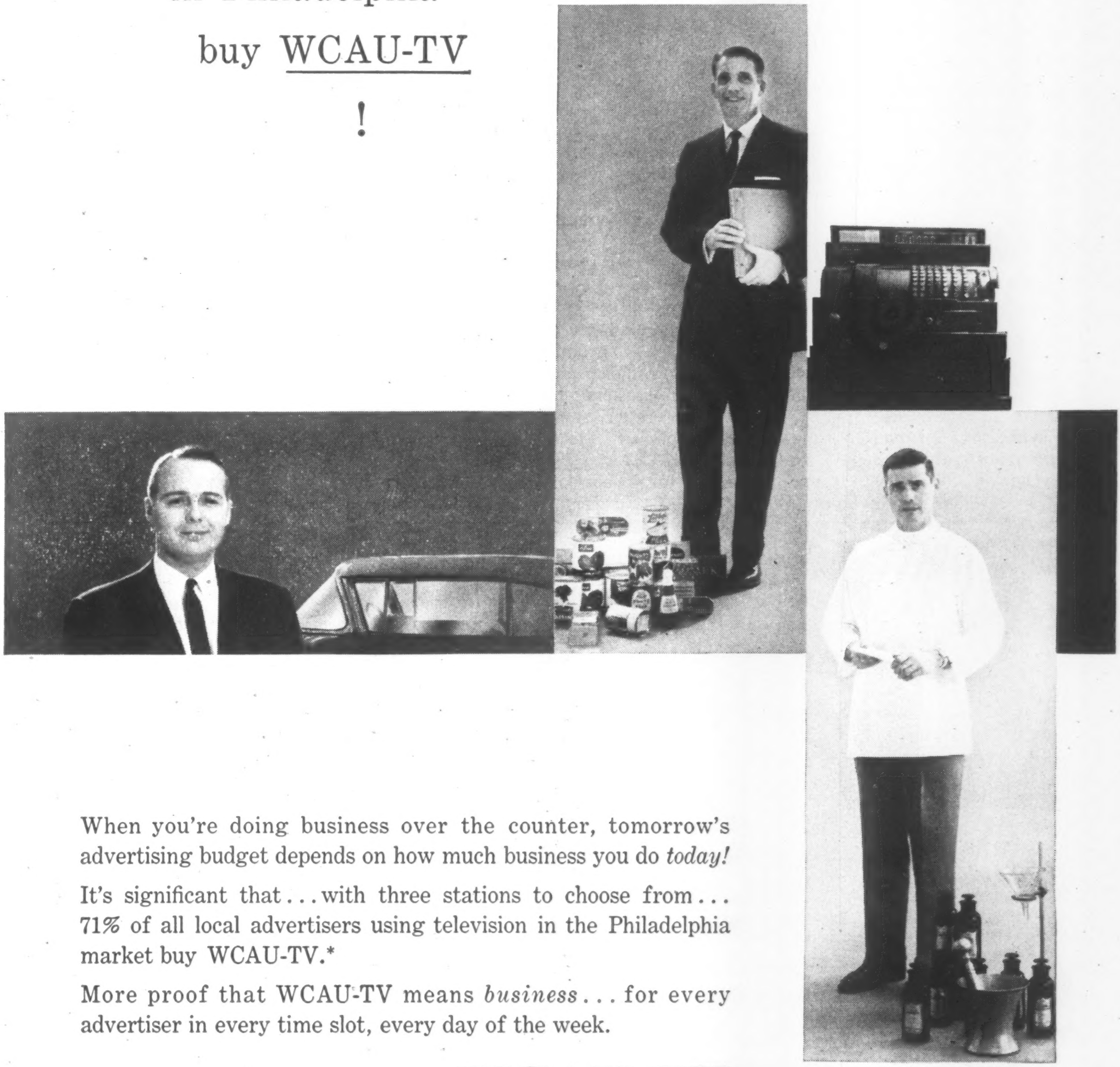
L

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

Las Vegas, Nev. . . . . KLRJ
Lebanon, Pa. . . . . WLBR
Lincoln, Neb. . . . . KOLN
Los Angeles, Calif. . . . . . . KTTV

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22
tpa

they check the register every night ...that's why 3 out of 4 local advertisers in Philadelphia buy WCAU-TV !



When you're doing business over the counter, tomorrow's advertising budget depends on how much business you do *today!*

It's significant that ... with three stations to choose from ... 71% of all local advertisers using television in the Philadelphia market buy WCAU-TV.*

More proof that WCAU-TV means *business* ... for every advertiser in every time slot, every day of the week.

WCAU-TV

... the station that means business in Philadelphia

Represented Nationally by CBS-TV Spot Sales

---

*Broadcast Advertisers Reports 1958

NEWEST GEAR SHOWN DELEGATES

What's new—or nearly new—in products designed to help radio and tv network and station operators improve their own product—programming?

A canvass of exhibits and technical papers at the 12th annual Broadcast Engineering Conference during the NAB convention last week showed at least a dozen pieces of relatively new equipment that should aid management. They range from light to heavy in size and shape. Among them:

- A new tv automation system for controlling cameras, lights, microphones and other equipment, utilizing metal foil strips taped to program scripts, which are fed through a machine like a player-piano roll—by TelePrompTer Corp.
- A king-sized transistorized amplifier (with microphone) especially designed for remote pickups and special broadcasts; also a four-piece weather radar unit claiming forecast accuracy—both by Collins Radio Co.
- A new version of automatic programming ("Nite Watch") which complements the "Auto-Station" unit line and is designed primarily for evening use by Gates Radio Co.
- A music synthesizer claimed to simulate instruments "not yet invented." Resembling a player piano crossed with a typewriter, the RCA device can play one or all selections in its repertoire at once, and change fundamental characteristics of pitch, frequency, loudness and amplitude.
- A "Uni-level" amplifier that automatically builds up volume and cuts it back when desired, keeping a tv personality within range of the boom microphone—General Electric Co.

The most significant GE development, however, is a new color tv camera, claiming reduced size and weight. The unit was demonstrated in conjunction with Ampex Corp. color videotape recording machines on three formal and other informal occasions during the convention. Ampex and RCA color vtr systems squared off competitively in convention exhibits (see page 84).

- A line of commercial and educational fm transmitters with various power ranges—by Industrial Transmitters and Antennas—representing a new entry into the depleted fm transmitter field.
- Improved Super Studio and Universal Zoomar lenses, promising more flexibility, better performance and economy of operation for telecasters—by Television Zoomar Corp. A Super Studio lens was used in conjunction with the GE-Ampex showings, while the Universal was utilized with an adaptor for a special convention stunt—Actor Lloyd Bridges (of Ziv's *Sea Hunt*) diving into the Los Angeles Statler Hotel pool for color vtr reproduction.
- A viewfinder tv camera chain for live studio and remote program originations, designed for one-man operation by General Precision Labs.

One intriguing report at the technical sessions was the revelation by William C. Grove, general manager and chief engineer of KFBC Cheyenne, Wyo., that he has developed a remote radio unit for $50. The device, called the "Talk Back," permits transmission of questions and cues to field shortwave crews. Power to operate it is no problem: a voice-only transmitter obtainable from a war surplus store.

Collins reported over a dozen orders for its remote amplifier, with ear plug and microphone. The unit plays 200 hours and is then recharged. The firm also reports enthusiastic response to its weather radar, initially introduced at WFAA-TV Dallas and comprising receiver, transmitter, radar indicator and antenna. The device is claimed to make possible completely accurate weather forecast predictions.

Gates' "Nite Watch" permits announcing, dubbing, automatic record playing; tape recorder and automatic transcription equipment may be used separately. It comprises production console, tape control and 100-record 45 rpm automatic cueing transcription changer. Another model contains all units less cabinet for tape recorder and control amplifier. A switch control is optional, permitting a 100-record unit to become fully automatic (known as the "Auto-Trans" remote device).

Television Zoomar Corp. expects to have its Super Studio lens available for the market in the next month or so. The lens is claimed to have a radically increased range, is color-balanced and corrected, and works with three other lenses on the turret. Universal Zoomar is newly-equipped with a convertor, increasing its range from 4 to 25 inches and measuring 2½ to 16 inches. Nearly 400 Zoomar lenses are in use by networks and stations, Jack Pegler, Television Zoomar Corp. president, reported last week.

General Electric's automatic "Uni-Level" amplifier for both radio and tv was demonstrated and described by Archie A. McGee, chief engineer. He said most boom pickups are "another version of the eternal triangle" with talent moving in and out of the microphone's pickup range. The GE unit, he explained, would amount to a "third hand" for small radio stations operating with a "combination disc jockey and engineer." He added it could be used anywhere where there's need for "constant gain riding," like remote pickups of church services and dance bands.

Fm multiplex equipment was shown by Browning Labs, Crosby Labs and General Electronic Labs.

In the TelePrompTer automation system the foil taped at key places in the script trips an electrical contact and keys another roll of paper through a different machine. A purchase hole or metal strip on the second roll sets off an electrical relay, turning on a stage light when needed. The machine

M

The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

Madison, Wis. . . . . **WKOW**
Medford, Ore. . . . . **KBES**
Miami, Fla. . . . . **WTVJ**
Minot, N. D. . . . . **KMOT**
Montgomery, Ala. . . . . . . **WSFA**

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22
tpa

YOU MIGHT TRACK DOWN THE ABOMINABLE SNOWMAN*—

BUT... You'll Find WKZO-TV Leads To Sales Records In Kalamazoo-Grand Rapids!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%)

When you're on the track of greater sales in Kalamazoo-Grand Rapids, you need the market dominance of WKZO-TV. Want proof? Look at this! ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station — 327 for WKZO-TV, 89 for Station B!

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves over 600,000 television homes in one of America's top-20 TV markets!

**No one has yet captured or photographed this creature, reputed to live in the eternal snows of the Himalayas.*

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

controls 12 different staging functions.

A second tv automation system, displayed by RCA, is geared for station break operations as well as controlling as many as 20 program segments up to 16 minutes in length. System can be pre-set for station cutaways from network, start a film projector rolling for 50-second commercials, switch to tv ID slides and return to the network—all within the framework of a one-minute break. System is claimed to be fast for critical, split-second operation.

RCA along with Gates Radio Co. also demonstrated radio automation systems designed largely for disc jockey shows, arranging up to 100 different 45 rpm records in jukebox type racks. RCA utilizes the punched-taped method for start-and-go of records, while Gates employs standard magnetic tape for announcements between discs and controlling records through inaudible recorded control tones. The RCA technique embraces recorded announcements on new type magnetic discs, with audio material recorded in much the same manner as on magnetic tape.

In another display Foto-Video Labs showed equipment having the ability to send a picture signal through a mile of cable in Exhibit Hall without apparent loss of quality. Company spokesmen explained that Foto-Video's diversity of products (video operating, color tv, monitoring, sync-test, power, switcher and closed circuit) was manufactured with station studio space factors in mind.

LOWER COSTS WITH AUTOMATION

Broadcasting has a unique revenue problem not shared by other media—it is restricted by time to a certain revenue level which cannot easily be exceeded. Two solutions: increasing rates, which is not always feasible, or decreasing costs.

Addressing themselves to the latter proposition, four panelists at last week's NAB convention told delegates how automation can serve to both decrease costs and increase efficiency. They were Harold P. See, KRON-TV San Francisco; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Edgar B. Stern Jr., WDSU-TV New Orleans, and A. Prose Walker, NAB engineering manager.

Mr. See added the dimension of quality through automation to the expense-reducing function. He described how a station-developed switching device (now produced commercially by the Mechron division of Chronicle Publishing, which owns KRON-TV) reduced station-break errors from an average 10-a-week to the vanishing point. This not only improved the station's product but also eliminated much of the make-good problem. Mr. See further recommended the use of automatic machines for administrative as well as technical functions, a point elaborated by Mr. Rogers.

The KDUB-TV head explained how his station and its affiliated operations have installed seven IBM units for both program log and accounting functions. The machines operate for one radio and three tv stations, reducing the program log preparation period alone from 32 man-hours daily to 34 minutes daily. The IBM units do the work of 4.5 people, Mr. Rogers said.

Additionally, he told the delegates that Ampex video tape equipment at KDUB-TV now does in three hours what formerly took 18.5 hours of live programming time. Station breaks are all pre-recorded.

Mr. Rogers noted one respect in which the machines are far superior to the employes they replace. Referring to the amount of personnel turnover among young married women on the staff, he concluded that "the equipment won't get pregnant."

It was Mr. Stern who made the original comment about the limits of broadcast revenue. He went on to say that planning with people at the station was equally as important as equipment planning. Employes are naturally apprehensive at the increase in automation, but their fears can be allayed if management takes an intelligent and fair approach to the development, Mr. Stern said.

One of automation's greatest advantages is in permitting personnel to work at maximum capacity and to free them for more challenging and rewarding work, he said.

The subject of automation in transmitter operation was discussed by Mr. Walker. He paralleled the situation with that in radio broadcasting, pointing to the recent FCC rule change permitting remote control operation for stations with directional antennas and powers over 10 kw. The problem is not so simple with tv, he observed, because of the "fantastically more complicated" equipment and finer quality demands. He said many current tv transmitters were never intended for automatic operation and might need to be extensively modified or scrapped entirely. His verdict: transmitter automation is possible but somewhat premature with existing equipment.

Mr. Walker further observed that broadcasters would want to weigh carefully the investments required for automation against possible savings.

TOGETHER IN SPIRITS

Mutual Broadcasting System remembered radio-tv-advertising editors in New York who were not covering the NAB convention in Los Angeles last week. The network sent about 50 editors miniature bottles of liqueurs with an accompanying note from Hal Gold, MBS director of press information: "Lots of us stayed here in New York to mind our forts while our confreres were on the Los Angeles front at the NAB convention. We here at Mutual Broadcasting System figured we could at least bridge the distance—in spirits. That's what the attached is for—to bolster our spirits and salute conventioneers. Won't you join us?"

N

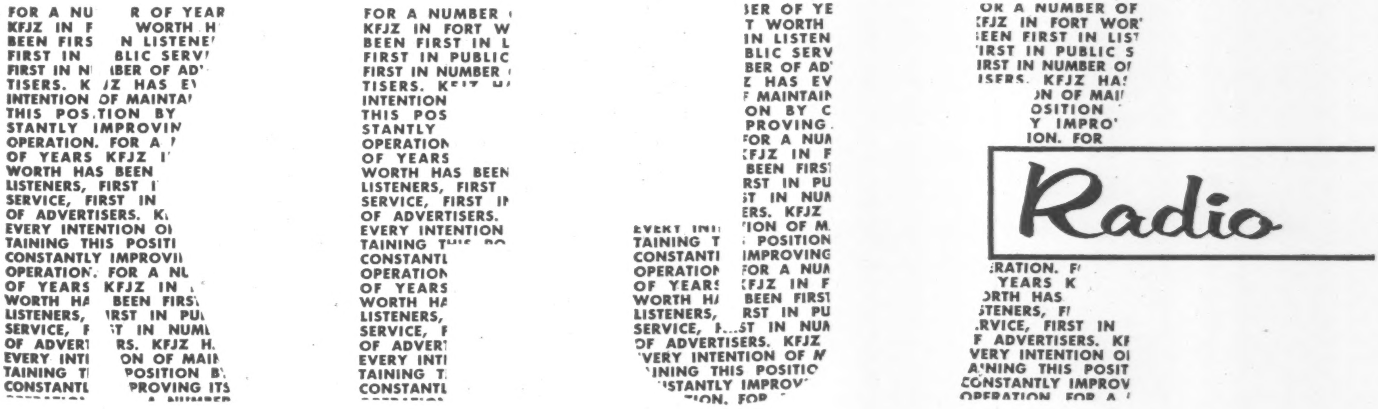
The first advertisement announcing the sale of the famous LASSIE series for syndication appears in the front part of this magazine. So great has been the demand for this show that, prior to general release, these represent but a few of the hundred-plus markets from A to Z already sold!

New Haven—Hartford, Conn. . . WNHC
New Orleans, La. . . . . WDSU
New York, N.Y. . . . . WPIX

For your market, contact
Television Programs of America, Inc., 488 Madison Ave., New York 22
tpa

FOR A NUMBER OF YEARS KFJZ IN FORT WORTH HAS BEEN FIRST IN LISTENERS, FIRST IN PUBLIC SERVICE, FIRST IN NUMBER OF ADVERTISERS. KFJZ HAS EVERY INTENTION OF MAINTAINING THIS POSITION BY CONSTANTLY IMPROVING ITS OPERATION.

For a number of years KFJZ in Fort Worth has been first in listeners, first in public service, first in number of advertisers. KFJZ has every intention of maintaining this position by constantly improving operation.



FORT WORTH, TEXAS

REPRESENTED BY: JOHN BLAIR COMPANY

NBC TAPE CENTRAL GOES INTO ACTION

- **Sarnoff at Burbank ceremony**
- **Under study: videotape uses**

NBC-TV's Videotape Central at Burbank, Calif., a $1.5 million installation of a dozen magnetic tape recorder-reproducers, was formally dedicated last Monday by NBC President Robert W. Sarnoff. The center had begun full-scale operations the day before, coincident with the arrival of Daylight Saving Time.

Along with his dedication of the Tape Central, Mr. Sarnoff announced the inauguration of a major study of the uses to which videotape may be put. He asked NBC-TV engineers to provide answers for such questions as:

"Can we tape highlights of various memorable winter programs and rebroadcast them in omnibus fashion during the traditional months of program repeats? Can we ultimately operate a national network with fewer studios and with a consequent lighter burden of capital investment? How can we use tape to strengthen and expand our news operation? What is the potential in taping commercials?"

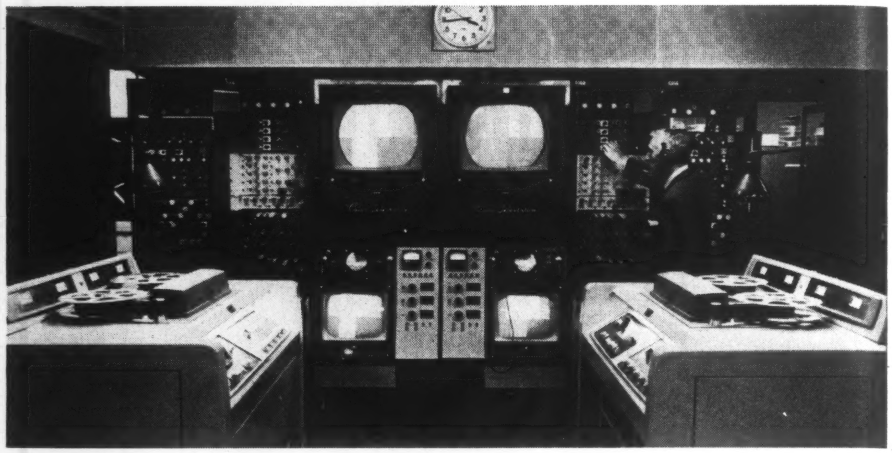
NBC-TV coupled opening of the Tape Central with a demonstration of its color video tape system. As presently set up at Burbank, this includes eight Ampex black-and-white tape machines converted to color by RCA and one RCA color and black-and-white tape machine. In addition, the central includes three other black-and-white-only Ampex machines. The network needs 12 machines in Burbank to handle the full day's schedule.

The Tape Central works like this:

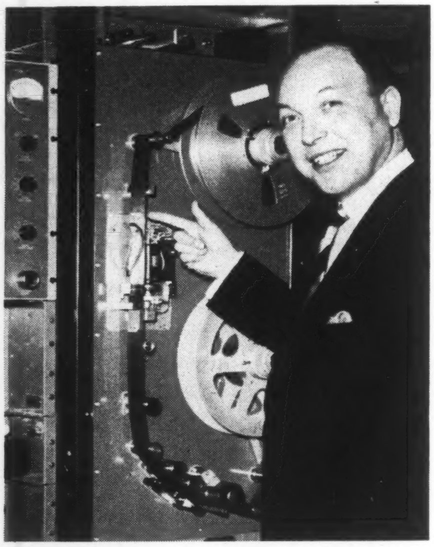
The *Perry Como Show* goes on the network live from New York from 8 to 9 p.m. there. That's 5 to 6 p.m. in Burbank. The show is recorded at Tape Central in two 30-minute segments, each utilizing two machines (the extra one for protection). At the end of the first half-hour, the first two machines are rewound (which takes 3-5 minutes, cued and set to be broadcast into the network line to the Central Time Zone at 8 p.m. there. The procedure is repeated for the second half-hour, and then the entire show is repeated at the appropriate times for the Mountain and Pacific states. Meanwhile, other tape batteries are at work on other shows on the NBC-TV schedule.

Conversely, the *George Gobel-Eddie Fisher Show* is put on the network live from Hollywood at 5 p.m. there, 8 p.m. in New York. Three hours later, color tape broadcasts the show at 8 on the coast.

And it's all automatic. An elaborate battery of NBC-built equipment runs all the machines from beginning to end of the day's schedule. Called the "Ouija board," the system, through tones recorded on a separate cueing channel on the tape, tells machines when to record, when to re-wind and when to re-telecast. A separate circuit tells them whether or not the show is in color and sets up the appropriate sequences to add that dimension.



THIS BATTERY *of two color tape machines (basic Ampex units color-converted by RCA) is one of the six dual-machine elements in NBC-TV's Burbank Tape Central. Both record network originations to be played-back at appropriate times for the various time zones; the extra machine is for protection.*



NBC PRESIDENT *Robert Sarnoff points to the RCA color video tape rack at Tape Central in Burbank. This is the only RCA machine now in use there; the others in the system are Ampex black-and-white machines color-converted by RCA.*

Design and operations of the Burbank Tape Central were directed by Chester Rackey, director of facilities engineering for the network. He was assisted by G. M. Hastings, engineering supervisor; Henry Bartolf, project engineer; Charles Porter, installation supervisor, and Larry Weiland, who prepared the machines for color recording.

GE Color Camera Is Smaller and Lighter

General Electric Co. last week entered the color tv race, in the studio equipment division. A new compact color camera, designed and built by GE engineers, was displayed in the company's exhibit space at the NAB convention, described in a technical paper at an engineering conference session and demonstrated to reporters and advertising agency personnel.

But there was no display, description or demonstration of any color tv receiver by GE. Officially, the technical products department which manufactures broadcast equipment and the appliance and television receiver division are independent entities within the company, each going its own way regardless of the course followed by the other. Informally, salesmen and engineers at the exhibit voiced the thought that color in the home is still five years off and there's no point to worrying about color sets now, but that the station market for color equipment is already here.

So, RCA, which has begun to compete with Ampex in the video-tape field, both color and black-and-white, is itself getting some competition from GE in the color camera arena.

GE's entry, measuring 34x18x14½-in., is shorter, narrower and lower than other models. It is also lighter by some 75 lbs., weighing only 215 lbs., with its viewfinder but exclusive of lenses. The price of $39,500 compares with $49,535 for RCA's live color camera chain (Model TK-41) and makes GE the second manufacturer to enter the color tv camera field. (RCA also has a similar unit [TK-45] designed primarily for medical uses but adaptable for broadcasting at $40,688).

Prior to the opening of the convention, GE sold a color camera to KLOR-TV, cp-holder for ch. 11, Provo, Utah, together with a film scanner, a helical antenna and other equipment for a total bill of about $165,000.

The smaller dimensions and lighter weight of the GE camera stem from the liberal use of transistors and printed wiring, together with specially designed optical equipment, J. E. Wiggin, GE consulting engineer, said in describing the three image orthicon color equipment to the engineering conference.

Another new feature is a single camera cable packing six coaxial cables and 44 individual wires into a neoprene casing only 1 1/16-in. in diameter. The image orthicon tubes and yokes and the optical system are mounted on a rotating "lazy susan" bed for ease of maintenance.

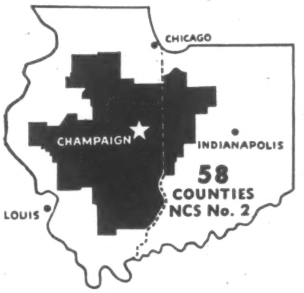
YOU CAN REACH...

58 counties which include five rich metropolitan markets when you buy WCIA, Channel 3—the only single medium covering Central Illinois and Western Indiana.

WCIA, Channel 3 puts more than 1,912,300 (NCS#2) prospective customers in the palm of your hand. It places an effective buying income of $3,202,074,000 at your fingertips!

You can reach more people in this rich area through WCIA—covering the entire area between three "must buys", Chicago, St. Louis, and Indianapolis.

Total families	598,000 (NCS#2)
Retail sales	$2,201,011,000
Total TV homes	390,382 (TV Mag. Mar. '58)



45TH TV MARKET

WCIA 3 Channel

CHAMPAIGN, ILL.

Official CBS *Outlet for*

Champaign-Urbana
Bloomington
Springfield
Danville
Decatur

George P. Hollingbery, Representative

FM FUTURE BRIGHTEST IN DECADE

- **FMDA burgeons into all-fm promotion, has NAB blessing**
- **New sources of income, techniques, stations push medium**

The future of fm broadcasting looks more encouraging than it has for a decade, judging by a full week of action and discussion at the NAB Los Angeles convention. Fm-ers started probing their past and present at pre-convention meetings and planned new strategy. Main encouragement came from these potentials:

- New sources of income, such as multiplexing (MX).
- New audience appeal, particularly stereo and hi-fi.
- A budding nationwide promotional project that promises to make a strong imprint on the advertising market.
- Important technological developments ranging from control room to living room.
- New stations taking the air.
- Signs of growing interest in the constantly growing fm audience.

A modest promotional organization inherited from the 1957 convention—Fm Development Assn.—blossomed into an all-fm project. It had originally promoted multiplexing (MX) and storecasting, plus some worrying about the music copyright problem.

After three days of organizational and technical meetings that started April 25, FMDA emerged with a set of bylaws, a dues structure and determination to sell fm systematically for the benefit of the entire medium. The project has the blessing of NAB, according to Jack Kiefer, KMLA (FM) Los Angeles, who was re-elected president of the reorganized association.

The other organized fm function at Los Angeles was held Monday morning as part of the NAB agenda. John F. Meagher, NAB fm vice president, was opening speaker at a program based on case histories of fm stations and how-to-do techniques.

A potential revenue source for fm that was discussed outside the meeting rooms is the use of fm multiplexing signals for slow-scan television service. At least one equipment company is interested in developing transmitting and receiving gear for this type of service.

Slow-scanning service could be multiplexed on special equipment that would transmit pictures every few seconds, according to some technical delegates. Fm stations thus could expand their revenue potential by providing such services as baseball scores, stock-market quotations and other types of communication. The principal source of multiplexing revenue is background music but many types of communication functions are envisioned as the art develops.

Mr. Meagher depicted fm's growth by showing an increase in the number of operating stations from 526 to 540 in a year, plus another 72 stations soon to take the air. This will bring the fm medium to well over 600 stations. Bright spots around the country for fm are New York, Chicago, Philadelphia, Boston and Washington. Nearly all available fm channels are now occupied.

Progress is slow, however, in the availability of fm auto sets, according to Ben Strouse, WWDC-FM Washington. Foreign manufacturers are capturing a growing share of the home-receiver market and are turning out auto fm sets, he said. He added that Lincoln is the only U. S. car supplying fm sets as optional equipment.

Mutual network is using fm to cut down the cost of its line facilities, according to Charles King, MBS vice president. He said this will permit MBS to increase the size and the quality of the network. Multiplex facilities can cut a line charge from $6,000-$8,000 to $150-$200 per month, he explained.

A major broadcaster long active in fm, WCAU-AM-FM Philadelphia, has decided to stop separate programming. Joseph T. Connolly, vice president, said Aug. 1 will be "am day" for WCAU-FM. That day the station returns to duplicate programming. He said a survey showed that 75% of fm listeners want good music and 43% want duplication, with the latter group being the most articulate. Muzak is programmed currently on the main and subcarrier.

KDKA Pittsburgh, Westinghouse Broadcasting Corp. pioneer station, finds separate fm programming successful, according to Guy S. Harris, program manager of the am-fm-tv facilities. The Pittsburgh fm audience comprises around 200,000 homes, he said. A program guide is mailed to 5,000 selected people plus 3,000 paid subscribers. One-hour stereo service is carried Saturday nights and may be expanded. Mr. Harris sees a long-range potential for the service.

WSLS-AM-FM Roanoke, Va., bases its fm programming on good music, according to Horace Fitzpatrick, manager. He said the fm station has 20 clients and a goal of 70 has been set, with no two in any sponsor classification. Soft-sell copy is featured, and there is a 55-minute period of uninterrupted music every hour. The sponsor gets two 30-seconds and one minute spot in an hour.

Theodore Jones, president of WCRB-AM-FM Waltham, Mass., said stereo is a natural for am-fm operations, bringing free publicity, listeners and goodwill. Harold Tanner, president of WLDW (FM) Oak Park, Mich., said his station gets half its income from sponsors and half from background music. Mr. Kiefer explained how KMLA uses stereo and combines middle-of-the-road music with news and soft-sell commercial copy.

The agency viewpoint was given by John M. Ross, of Ross-Reisman Co., Los Angeles, who called on fm salesmen to do a better job of selling time to agencies. "Fm should cost more," he said. "Then, we agencies could make a little more money."

These views were designed to show broadcasters what is going on around the nation as fm continues its uphill fight for recognition as a major medium. The new FMDA, however, is taking a strictly promotional approach to fm's future and it plans a nationwide membership campaign. Dues have been set at $37.50 a quarter, with $100 initiation fee.

Officers, besides President Kiefer, are Larry Gordon, WBNY-FM Buffalo, vice president; Mr. Tanner, treasurer (re-elected); Harry Gale, *Tempo* (WWDC-FM Washington functional music affiliate), secretary. Board members, besides the officers, include William B. Caskey, WPEN-FM Philadelphia; Henry W. Slavick, WMC-FM Memphis; John Poole, KPLA (FM) Los Angeles; Harry Maizlish, KRHM (FM) Los Angeles, and Stephen Cisler, KEAR (FM) San Francisco.

Ross Beville, WWDC-FM Washington, was named chairman of the FMDA engineering committee. A sales committee is to be formed and a publication featuring fm developments and success stories will be issued bi-monthly.

The engineering side of fm received considerable emphasis during convention week. Engineering papers and equipment exhibits covered multiplexing and stereo equipment and techniques. For the first time, there was little complaint that MX apparatus isn't ready for general use.

Several demonstrations of fm multiplex-

BOARD OF DIRECTORS *of the Fm Development Assn., named at Los Angeles meeting, includes (l to r) Larry Gordon, WBNY-FM Buffalo; Harry Gale,* Tempo *(WWDC-FM Washington affiliate); Jack Kiefer, KMLA (FM) Los Angeles, FMDA president, and Harold I. Tanner, WLDM (FM) Detroit.*

ing and stereo equipment were given, with Los Angeles stations participating. Stereo effects are achieved by using an am and fm station, with separate am and fm receivers; by two separate fm stations; by fm and an fm subcarrier, and by a compatible system of fm utilizing the subcarrier.

Gardiner G. Greene, president of Browning Labs., said interest in stereo is sweeping the country. He described it as "super hi-fi." His company manufactures MX receivers and has introduced an MX relay receiver for networking by fm. His receivers have been used in conjunction with transmitting equipment made by General Electronics Labs for demonstrations of stereo broadcast by a station's main fm signal and subcarrier.

Murray G. Crosby, of Crosby Labs., described a system that transmits "an additive combination of the microphones on the main channel of the fm transmitter and a subtractive combination on the sub-carrier channel, the main channel transmitting a balanced program without the deterioration which would be brought about if the output of only one microphone is transmitted on the main channel." The combinations are separated at the receiver so the microphones feed the individual loudspeakers directly.

William Tomberlin, KMLA-FM Los Angeles, told the engineering conference perfect operation of fm multiplexing depends on perfect performance in seven integrated, interdependent links from original broadcast to final reception. He and Mr. Crosby voiced confidence in the potential of multiplexing.

THE *second annual achievement award of the Fm Development Assn. was presented at Los Angeles to William B. Caskey (r) and WPEN-FM Philadelphia by Jack Kiefer, KMLA (FM) Los Angeles, FMDA president.*

Mr. Tomberlin said non-linearity is the No. 1 enemy of MX and must be kept to a minimum. His station developed a special receiver "that is finally making multiplexing work," he said.

New fm equipment included the Bendix fm auto tuner, which is available in Lincolns. Some tests have shown the tuner is effective in viaducts and other places where am reception is difficult. Becker, a German firm, makes fm auto sets and such American firms as Motorola and Philco are said to be considering production next season. Brown, Crosby, Erco, RCA, Gates, General Electronics and Industrial Transmitters & Antennas were among the firms showing fm equipment. Gates announced that all its fm transmitters are designed for the addition of multiplex.

RADIO USE CITED IN RAB REPORT

- **Top advertisers on '58 list**
- **New radio pitch unwrapped**

Spot and regional radio were used by at least 1,000 national and regional advertisers during the first quarter of 1958, an NAB radio session was told Wednesday afternoon at the NAB Los Angeles convention.

A report by Radio Advertising Bureau showed that over 75% of the top 100 advertisers used radio during the period. Of the 1,000 using radio, 760 used spot only; 133 used network only, and 97 used both spot and network.

The top five national spot advertisers were listed by RAB as American Tobacco Co., Ford Motor Co., General Foods, Lever Brothers and R. J. Reynolds Tobacco Co. The five top network advertisers were Bristol-Myers, Colgate-Palmolive, Ford, Grove Labs and Lever Brothers.

RAB unveiled a new basic radio presen-

Buy WAKR.....Sell the Akron Area At LOWEST COST Per Thousand

WAKR IS 1st in Listeners and Coverage

PULSE*
44% Share 6 A.M. to 12 MID.
FIRST IN EVERY PERIOD
* Jan. 1958—Mon. thru Fri.

HOOPER*
53% Share A.M. to 6 P.M.
WITH MORE LISTENERS THAN ALL STATIONS COMBINED
* Jan.-March 1958, Mon. thru Fri.

NIELSEN—NCS #2 *
1ST. IN COVERAGE and AUDIENCE
* Leads all Akron Stations in Summit, Portage, Medina, Wayne and Stark Counties

National Rep: McGavren-Quinn Company
• New York • Chicago • Detroit • Hollywood • San Francisco

WAKR • RADIO — WAKR • TV

853 COPLEY ROAD • AKRON 20, OHIO

WMBD

1st in PEORIA in 68 of the 72

MEASURED QUARTER HOURS

WMBD's continuing leadership in the rich PEORIA market for 31 years is graphically shown in the latest PULSE REPORT shown below (Nov. 1957).

WMBD

DOMINATES THIS LARGEST MARKET IN ILLINOIS*
DAYTIME—NIGHTTIME

Station	6 am to 12 noon	12 noon to 6 pm	6 pm to 12 pm
WMBD	35	33	37
a	12	15	26
b	19	17	27
c	21	21†	
d	6	5†	
misc.	7	9	10

† Daytime stations . . . sign off time 4:45 P.M.
* (excepting Chicago)

WMBD MARKET DATA

Population	531,900
Households	165,000
Retail Sales	$725,261,750
Food Sales	$142,488,750
Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

EXCLUSIVE
NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

Radio Peoria

tation at the meeting. It was described by Kevin B. Sweeney, RAB president, and John F. Hardesty, vice president-general manager. Kenyon Brown, KGLC Miami, Okla., introduced the RAB team.

The RAB presentation argued that by 1960 the "market of the near future" will be so changed that "sound advertising" will be the only medium in which the medium-sized national and regional advertiser "can be dominant in his entire market throughout the complete marketing period." A medium-sized advertiser was described as one with a budget of $100,000 to $1 million for national advertising.

According to RAB, 17% more advertising will be needed by 1960 just to stay even as marketing costs soar 23%. Further diffusion of advertising, with the number of impressions received daily by urban women going to over 260 from its present 210 daily level, was forecast.

A research panel moderated by E. K. Hartenbower, KCMO Kansas City, chairman of the NAB radio research committee, included George Blechta, A. C. Nielsen Co.; Edward G. Hynes Jr., Trendex Inc.; Dr. Sidney Roslow, The Pulse Inc., and Frank Stisser, C. E. Hooper Inc.

Mr. Hynes said many radio stations lose their identity because of the prevalent news-music format. Dr. Roslow described advantages of the personal interview technique and lauded NAB's "radio audience measurement" report summarizing the research techniques.

Mr. Blechta described meter techniques and said Nielsen plans to expand its out-of-home listening beyond auto tune-in. Mr. Stisser said ratings provide a comparable guide to size and distribution of the radio audience. He was critical of recall interviewing.

Worth Kramer, WJR Detroit, chairman of the NAB Standards of Good Practice Committee, said over 400 stations have pledged adherence to the NAB radio standards and have started to use promotion material designed to acquaint the public with the standards. He said the public is becoming more discriminating in its radio listening.

TV COSTS BEAR WATCHING—TOWER

Tv broadcasters must watch their p's and q's on operating costs more keenly in the future than they have in the past when many geared their prices to advertiser demand. They should adopt more accurate accounting methods needed for determining "cost per unit" in station operation.

Charles H. Tower, NAB employer-employee relations manager, passed along these recommendations to association delegates during a Television Management Conference session of the NAB convention Wednesday morning.

"In most businesses, cost is the critical factor for determining price," he pointed out. "This has not been so for many television stations in the past," nor have broadcasters been disposed to adopt "more elaborate accounting techniques," he added. Analysis, rather than control, may prove the more satisfactory way of determining cost per unit, he suggested.

Tv station costs, far from being static, are "more dynamic than some people have realized," Mr. Tower suggested. For example, he continued, an operator may pay additional dollars to a general manager and for audience promotion until the law of diminishing returns governs—"when an additional dollar spent will bring in only one additional dollar of revenue."

Mr. Tower noted a radio station in a large metropolitan market can be operated for $75,000 or $750,000 a year" attesting the dynamics of cost, with the range more substantial than in tv.

By way of illustration, Mr. Tower reported facts, figures and analysis of the typically midwestern industrial Cincinnati market area. In 1957 it claimed one million people (17th in U. S. population) in the standard metropolitan area and $1.35 billion in retail sales (ranking 19th). It comprises three tv properties (all multiply-owned, pre-freeze stations on the air over eight years), eight radio outlets and three daily newspapers. On set ownership: 301,000 tv homes, with 400,000 falling in Grade A areas (for estimated 632,000 tv homes).

Average Cincinnati tv station revenue last year, Mr. Tower reported, was $2,536,000, compared with the pre-freeze U.S. station average of $2,744,000 in 1956. And from 1950 to 1957 that city's station average revenue rose 401.6% with an average annual increase of 57.4%.

Other findings:

Radio volume from 1950 to 1956 dropped 37.3% (while increasing in most markets), while newspaper linage jumped 13.8%.

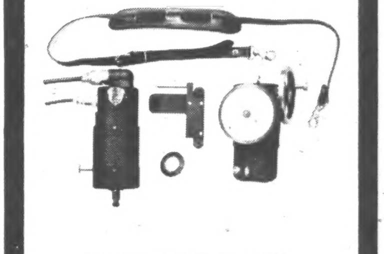
Relation of total revenue to total retail sales in Cincinnati was 0.56% in 1956 (as against the FCC average of 0.47% for 55 markets).

Time sales pattern: network, $587,000, or 23%; national and regional, $1,160,000, 47.2%, and local, $720,000, or 28.9%—for total sales of $2,457,000. (National and regional business has increased steadily since 1950.)

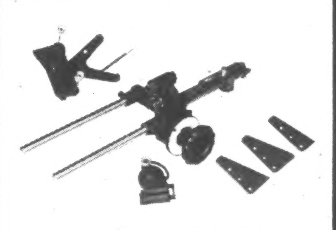
Average per station operating cost in 1957 hit $1,715,000 (the pre-freeze station national average reached $1,799,000 for 1956). Operating costs rose 147.4% over the eight-year period (from 1950) but only 21.1% the past five years.

Wages and salaries accounted for the largest cost item in 1957—51.1%—reflecting a fairly constant level since 1950. Film cost proved variable and "notoriously unreliable," rising 358.2% and reflecting boosts in price and quantity.

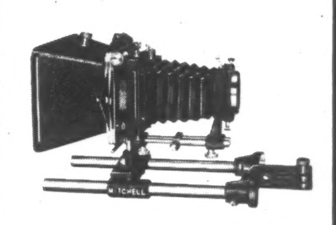
Average per station fulltime employment went up $4,608 in 1950 to $7,002 in 1957 (average cost per hour on the air increased 87.2%. Average per station profit in 1957



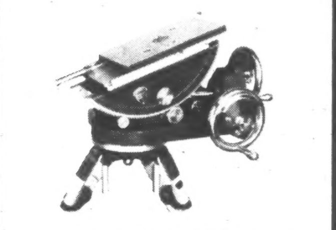
REMOTE CONTROL UNIT



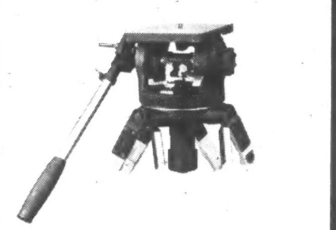
FOLLOW FOCUS ATTACHMENT



MATTE BOX AND SUNSHADE

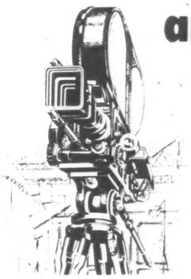


2 SPEED GEAR HEAD



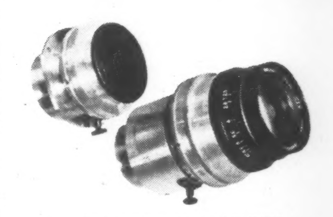
FRICTION TILTHEAD AND TRIPOD

Mitchell Professional Accessories extend 16mm and 35mm camera use

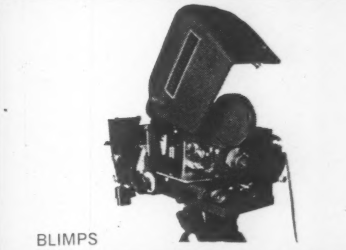


No other camera today films with trouble-free *professional perfection* such a wide range of requirements. A Mitchell, equipped with specially designed professional Mitchell accessories, has virtually unlimited ability and versatility of use.

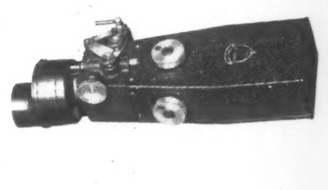
Among many accessories available for 16 mm and 35 mm Mitchell Cameras



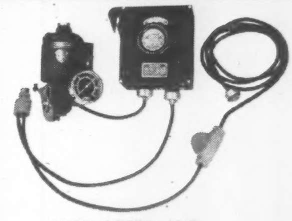
LENSES AND LENS MOUNTS



BLIMPS



VIEW FINDERS



HIGH SPEED AND
VARIABLE SPEED MOTORS

Many other Mitchell accessories also available...

Write today on your letterhead for information on Mitchell 16mm or 35mm cameras and accessories.

Mitchell Camera
CORPORATION

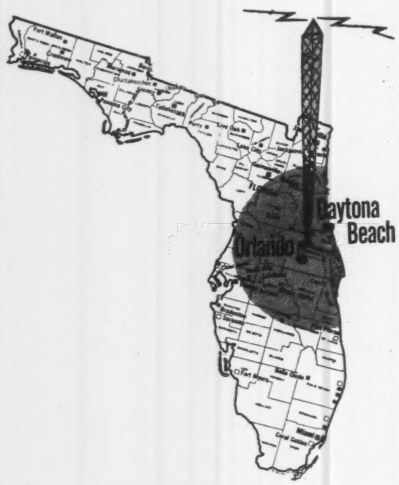
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

***85% of Professional Motion Pictures Shown Throughout The World Are Filmed with Mitchell Cameras**

$ELLING POWER

IN AMERICA'S 4th FASTEST-GROWING MARKET!

100,000 WATTS—1,000 FT. TOWER



$1.8 MARKET

"COVERS MORE OF FLORIDA THAN ANY OTHER TELEVISION STATION"

WESH-TV
NBC
2

General Offices:
DAYTONA BEACH, FLORIDA

Represented by:
AVERY-KNODEL, INC.

hit $821,000 (revenue of $2,536,000 against cost of $1,715,000)—a profit margin of 32.4%. Eight-year profit picture: While there were substantial losses prior to 1950, tv station revenue the past eight years rose 400%, while price of service about doubled.

Projecting operations to the future, any higher revenue will have to come from the increase in price or quantity sold; increase in value might materialize in audience or in effectiveness of service with same size audience, or more tv homes, or more viewing in existing homes. Population increases would mean increases in homes, with current estimates (1950-60) tabbed at about 44%—or 4% a year. Tv viewing by tv families has reached a plateau, much as increased tv set saturation is a slow process. Color may be a stimulant, as might more efficient use of television as a sales medium. By 1970 retail sales in Cincinnati ought to reach $2 billion and total tv revenue about $11,200,000, on the basis of applying the present ratio of tv revenue to retail sales.

TV IS BEST FOR EMOTIONAL SHOCK

- **TvB shows television highest for impact on emotions**
- **Radio second to newspapers for general information**

A new study in media research, designed to discover why the consumer uses a particular medium, was presented to the NAB convention by the Television Bureau of Advertising. It was titled "E-Motion"—a play on the words emotion, in which tv ranks highest, and motion, obviously associated with the visual medium. Norman (Pete) Cash, president of TvB, introduced the film presentation last Thursday.

The TvB study, conducted by Motivational Analysis Inc., found two general categories associated with all media:

(1) Information, both general and specific.

(2) Emotional involvement, which encompasses vicarious experience, curiosity, humor, esthetic pleasure, self-rating appeal (watching quiz shows, etc.), human contact and friendship.

Here's how TvB found the four major media ranked.

Television:

No. 1 medium for emotional involvement, rating in all of the seven categories mentioned in (2) above. Further, it was the medium people termed "most wanted" (meaning that they would pick it if restricted to one medium), "most uplifting" (best to get the viewer "out of the dumps"), "most stimulating," "most exciting" and "most absorbing."

Newspapers:

First in general information, and rate in three of the emotional involvement categories—curiosity, humor and self-rating appeal (puzzles).

Magazines:

First in specific information, and rate in four of the emotional involvement categories —vicarious experience, curiosity, humor and esthetic pleasure.

Radio:

Second to newspapers in general information, and rates in three of the emotional involvement categories—esthetic pleasure, human contact and friendship.

The TvB study also asked people how they use the various media. With newspapers, reading was found to be a ritual, occurring at set times and places and done in the same manner (turning either to front page, comics or the sports section, etc.). Magazines, on the other hand, are read more casually, the reader "browsing" through the issues when they're handy, reading whatever catches his eye without a definite pattern.

Radio is the background medium, the study found.

As for television, TvB found the viewer anticipates his time using it, and sets aside relatively long periods for it. This was interpreted to mean he is particularly receptive to what comes before him on the tv screen. In an average day, people spend more time with tv than with all three of the other media combined.

Third step in the motivational investigation was to ask why people used each medium's advertising. The results:

Newspapers: Price and location.

Magazines: Product appeal, looking for something they need, appeal of the illustrations.

Radio: Price, product appeal, believability of the radio voice.

Television: product appeal, convincing, advertising appeal, new desire.

As to brand name recognition, TvB reported that in all cases of purchase where there was spontaneous mention of brand name, three out of five were products bought as a result of tv advertising.

The TvB study also sought to determine the company images created by advertising. Newspaper advertisers were thought to be smaller, local companies, not as modern, as reliable or as friendly as tv advertisers. Magazine accounts were thought large, reliable, doing a lot of scientific research, but not as modern or as friendly as the tv advertiser. Radio advertisers were considered the most friendly but the least modern, smaller, local companies, not as well established. The tv advertiser was viewed as large, reliable, modern, friendly and as doing a lot of scientific research.

The study was directed by Dr. Leon Arons, TvB research director.

Starlin, Dougherty Head APBE

Glenn Starlin, U. of Oregon, was elected president of the Assn. of Professional Broadcasting Education at that organization's meeting at the Los Angeles NAB convention. W. Earl Dougherty, general manager, KXEO Mexico, Mo., was named vice president.

A year ago this picture would have had to be faked

Until recently, nobody knew how to make thin Stainless Steel sheets as wide as the one you see here. But aircraft manufacturers needed a sheet like this, so United States Steel found a way to do the job. A standard-size sheet of Stainless Steel is inserted between two heavy carbon steel plates and the plates are welded shut around the edges. This steel sandwich is then heated and rolled, widening the Stainless sheet inside. A Stainless sheet as wide as 120 inches can be produced to exceedingly close tolerances with this ingenious method . . . one more way that United States Steel's versatile facilities develop better steels for better products.

USS TRADEMARK **United States Steel**

SOME LOADED ANSWERS DEVELOP IN NAB'S ANNUAL FCC PANEL QUIZ

- **Possibility of spectrum reorganization raised again**
- **FCC also comments on 'program balance,' community tv**

The FCC panel session at the NAB convention last week took a new twist: The answers were loaded.

The specific answers speculated—once again—about a turn of events that would shoot a chill through telecasters. They foresaw a "long-range" possibility that television's spectrum assignments may be reorganized.

It was not the first time such a possibility had been suggested. As long ago as the early 1950's the late Wayne Coy, then FCC chairman, raised the question in public hearings. His suggestion was that all television might be moved into uhf.

In last week's session the chance of change was suggested by Comrs. T. A. M. Craven and Frederick W. Ford in replies to questions which, at least on the surface, did not appear to anticipate such far-reaching answers.

The two commissioners speculated that in the long run it may be found advisable to put television into some other area of vhf, move it into uhf exclusively or into vhf exclusively, keep the vhf band unchanged but curtail the number of uhf channels, or move tv into some new spectrum area.

They agreed that any such moves would have to be worked out over a period long enough to give economic protection both to existing telecasters and to existing set owners.

This was one phase of the annual give-and-take session in which FCC members take on NAB conventioners' questions about virtually any issue not involved in pending FCC proceedings.

Another highlight dealt with commissioners' views on "balanced programming" and efforts to revise application forms to make program requirements less rigid.

The Commission also disclosed that it plans to undertake a study of community antenna systems' competition with tv broadcast licensees (see page 90).

Other features covered such questions as extension of license terms, FTC monitoring, proposed changes in the Communications Act, effects of failure to ratify the North American Regional Broadcasting Agreement and the possibility of stepping up the processing of am applications.

The chance that the television band might someday be allocated came up twice; once in answer to a question about the effects that service demands for frequencies may have upon broadcast allocations, and again in response to a query about deintermixture.

Comr. Robert T. Bartley, on the service demands question, noted that every new development brings new demands and suggested that it may soon become necessary to set up share-time arrangements between different services, such as now exists between forest and petroleum services. He doubted it would be possible to maintain "exclusiveness" for service bands.

To this Comr. Craven offered general agreement, especially citing sharing on a geographical basis. He felt new air-navigation aids might require priority and that in the distant future this could affect broadcasting. In the long run, he added, a tv allocation superior to the present one may be found—but he noted that it also would be necessary to find a means of "getting there" economically for both broadcasters and public.

To the question of FCC members' attitudes toward deintermixture, Chairman John C. Doerfer quipped: "Highly individualistic." He said that in his opinion court decisions would resolve the issue, if the courts prescribe a solution and do so "in language that can't be evaded," he added, then FCC will do its best to put the prescription into effect. He added that all commissioners hope the answers will be firm enough to give broadcasters a solid base for planning.

Comr. Ford thought deintermixture was inevitably tied to the vhf-uhf question and that on the latter FCC has no policy. Actually, he said, the mortality rate among uhf stations (49% of all uhf stations that have gone on the air) is so high that, unless a solution is found, uhf is apt "to go out the window."

In any case, he continued, now is the time to "look for answers." Perhaps, he said, all television might be put into vhf; or perhaps some uhf channels are not needed.

Comr. Ford said this is a question for the FCC to decide. He felt it would be a hard one "to legislate." In case of change he foresaw "a period of years" needed to make the changeover.

TAKING HOME *the trophies from* BROADCASTING'S *27th annual golf tournament were Joseph Higgins (l) of WTHI-TV Terre Haute, Ind., the low gross winner, and Charles Brakefield, WREC-TV Memphis, low net winner. (See story, page 114.)*

Comr. Craven said he recognized the need to solve the problem. As a long-range development—earlier he had defined "long range" as 10 to 15 years—he thought television might be located in a different part of vhf, or in uhf entirely, or in some other part of the spectrum. He stressed, referring to the work of the Television Allocations Study Organization and others, that "we're not twiddling our thumbs."

NAB President Harold E. Fellows, presiding interposed that the TASO report "definitely" will be completed this year.

Comr. Bartley interposed that his support of selective deintermixture appeared to have been justified by the success it had where tried.

On the the question of "balanced programming," Comr. Craven won a round of applause with his view that the present program sections in application forms, with their demand for percentage breakdowns on various types of programming, involve a form of censorship.

He suggested that, since program needs vary from market to market, the solution might be to let each applicant describe the needs of his own community and then say what he planned to do to serve them.

Comr. Ford advanced a similar solution, noting that "balanced programming" for a 20-station area is different from that for a one-station market. He thought it was "valid criticism" to say FCC had set up a program pattern into which all stations must fit.

Other key questions and commissioners' reactions:

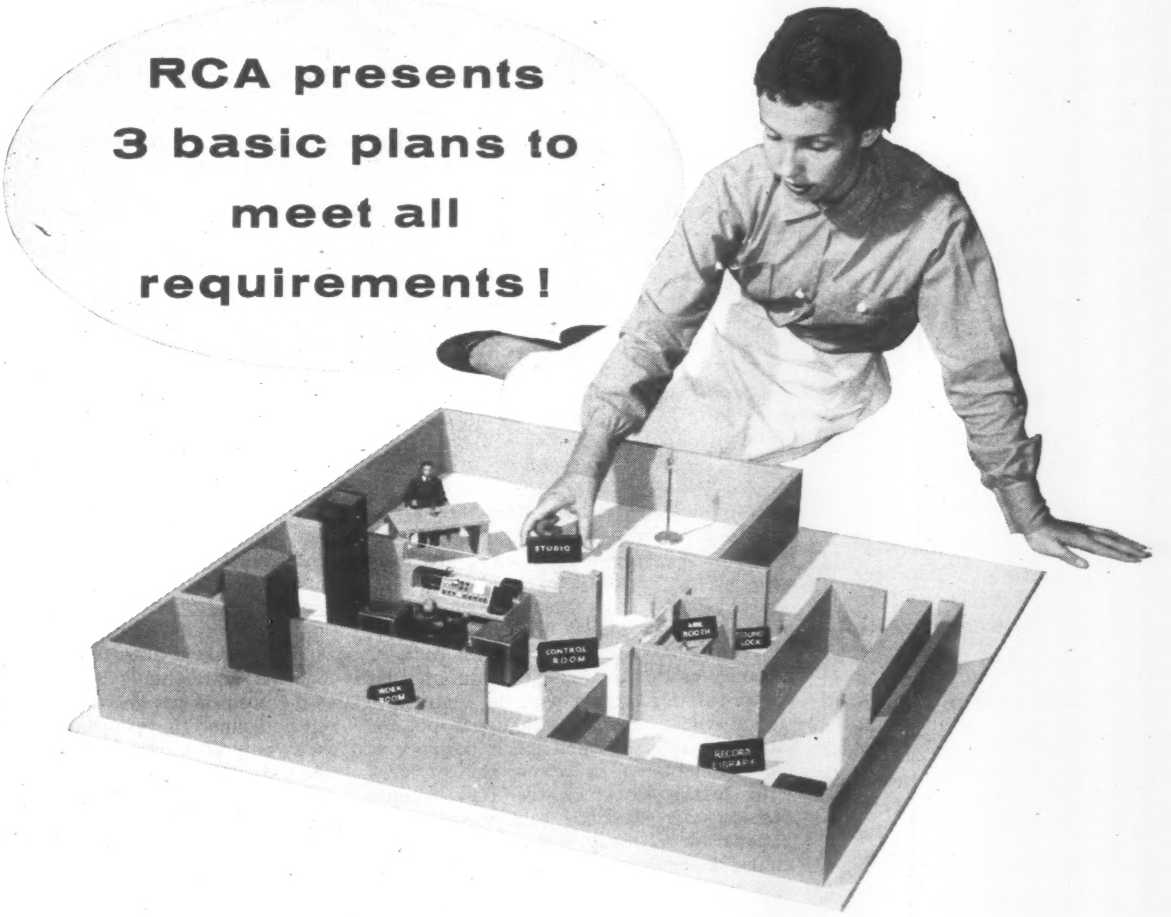
Extension of license periods from three years to five—Chairman Doerfer noted that FCC members had different views. His own was that an indefinite license would be satisfactory, assuming a satisfactory method of "reviewing your stewardship" could be developed.

Amendments to Communications Act—Mr. Doerfer said the "protest law," Sec. 309 (c), should be repealed to speed up FCC's processes. He also argued that the "separation of functions" requirements "go too far" by denying FCC access to staff "expertise" in many cases. He agreed staff members involved in certain types of cases should not discuss such cases with FCC members *ex parte*, but held this should not apply to entire departments.

Aviation vs. Broadcasting—Comr. Robert E. Lee said the problem will become more acute within a few months, when commercial jet airliners commence operations. Their speeds are such that additional navigational and safety aids will be essential because visual sightings will be virtually worthless, he explained. But he said broadcasters and aviation interests have been cooperating, and was confident that satisfactory solutions to their common problems will be developed—though any procedure for coordination, he said, certainly will draw some criticisms from one side or the other.

FTC Monitoring—Comr. Hyde said FCC had relayed to broadcasters 143 complaints stemming from FTC monitoring of commer-

Planning a Radio Station?



These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department F-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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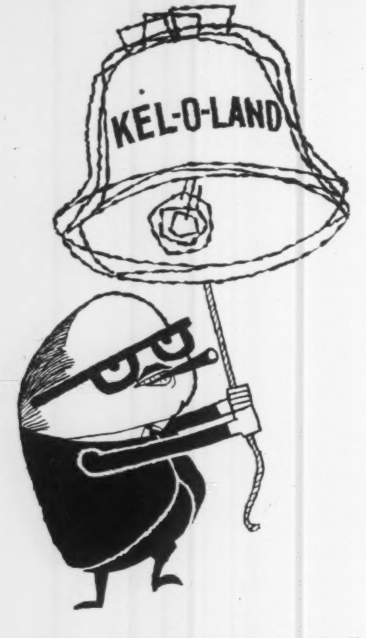


That Floyd's a helluva bell-ringer too! His good times campaign has caught on like wildfire. Viewers are flooding Joe's KEL-O-LAND switchboards and mailrooms with "business is good" reports; and each item is beamed back to the KELO group's four-state audience.* The Bellringer campaign confirms two statistical facts—today's most lucrative market is KEL-O-LAND; and KELO-TV with its booster stations gets you there fast!

* A million-plus people in South Dakota, Iowa, Minnesota, Nebraska.

CBS • ABC • NBC

KEL-O-LAND

KELO TV SIOUX FALLS 11

KDLO TV ABERDEEN HURON WATERTOWN 3

KPLO TV PIERRE WINNER CHAMBERLAIN 6

General Offices: Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, V. P.
REPRESENTED by H-R
In Minneapolis:
Bulmer & Johnson, Inc.

. . . and KEL-O-LAND'S new, big radio voice is
KELO-RADIO
1,032-Ft. Tower
13,600-Watt Power Eqv.

cials. He called it a tribute to broadcasters' sense of responsibility that FCC wasn't forced to take formal action in any case.

Speedup in processing am applications—Chairman Doerfer explained that FCC is now trying to get additional budget from Congress. If it succeeds, he said, FCC will add men to the processing job, which he described as now running eight or nine months behind the schedule set up.

Senate failure to ratify NARBA—U. S. stations whose facilities are subject to interference from stations in other North American countries are "without legal protection" against such interference, Comr. Hyde noted. He said Mexico and Canada, for two, are trying to regulate their radio systems within provisions of former agreements but that Cuba is doing less in this respect.

NBC-SRA DEBATE FLARES AT FORUM

- **Headley, Culligan spar on Radio Management panel**
- **Session on 'Radio Inventory, 1958' sparks combustion**

NBC Radio and the Station Representatives Assn. met head on—again—last Tuesday at a Radio Management Conference of the NAB convention. The antagonists: Matthew (Joe) Culligan, vice president in charge of NBC Radio, and Frank Headley, president of SRA and of H-R Reps.

The forum wasn't billed that way. Messrs. Culligan and Headley were before the conference to discuss "This Business of Radio—Inventory, 1958," as was F. C. Sowell of WLAC Nashville. The inventory soon become competitive.

Mr. Headley flung down the gauntlet by pointing out the decline in network revenue in recent years and the coincident decrease in compensation to affiliated stations. He contrasted this dropoff with the increase in station revenue from both national spot and local sources—and cited the importance of the representative in getting this business.

In taking stock of the representative business, Mr. Headley said there are 55 national firms today. He specifically excluded from that count the NBC and CBS spot sales operations. The 55 employ over 2,000 people in more than 300 offices, he said, noting that 800 of the 2,000 are salesmen.

It was the representative, along with the local salesman, who "transfused life back into radio broadcasting when the networks faltered," Mr. Headley declared. To prove his point, he offered the following figures:

In 1950, radio networks accounted for $131,500,000 (29%) of total radio sales, while national spot accounted for $118,800,000 (26.2%). In 1956, radio network sales were $48,400,000 (9.8%), and national spot was $145,500,000 (29.6%). Mr. Headley also reported that SRA, based on audits by Price, Waterhouse & Co., is estimating that 1957 national spot revenue increased 26.5% over 1956, for a total of $184,057,500.

After making these points, Mr. Headley went on to say that spot has replaced networks as the advertiser's first choice.

Radio networks, Mr. Headley said, are at a crossroads. He conceded they have a "great heritage," and "perhaps" a profitable future. If they are to survive they must take their cue from the station operator and "program to the people," he said.

National program service is a necessary and important adjunct of a station's schedule, Mr. Headley observed, adding that the station representatives are hoping that radio networks can get back on their feet. If they don't, he suggested there are other ways to get comparable national service. If these other methods should be used, he said, the national representative will be ready to sell them.

Mr. Headley also said that the station's return on sales by its representative is approximately 73%, while return from a network sale ranges from "15% to practically zero." Further, he said, a 20% reduction in national spot sales in one year would represent red ink to nearly one-third of the nation's larger radio stations.

Mr. Headley also told the conference that the representative's role has changed as the business has grown. Whereas 80% of rep personnel 10 years ago were salesmen, today only 40% are salesmen. The shift has come about as the representative assumed roles formerly carried by the network, including counseling, research and similar functions, he said.

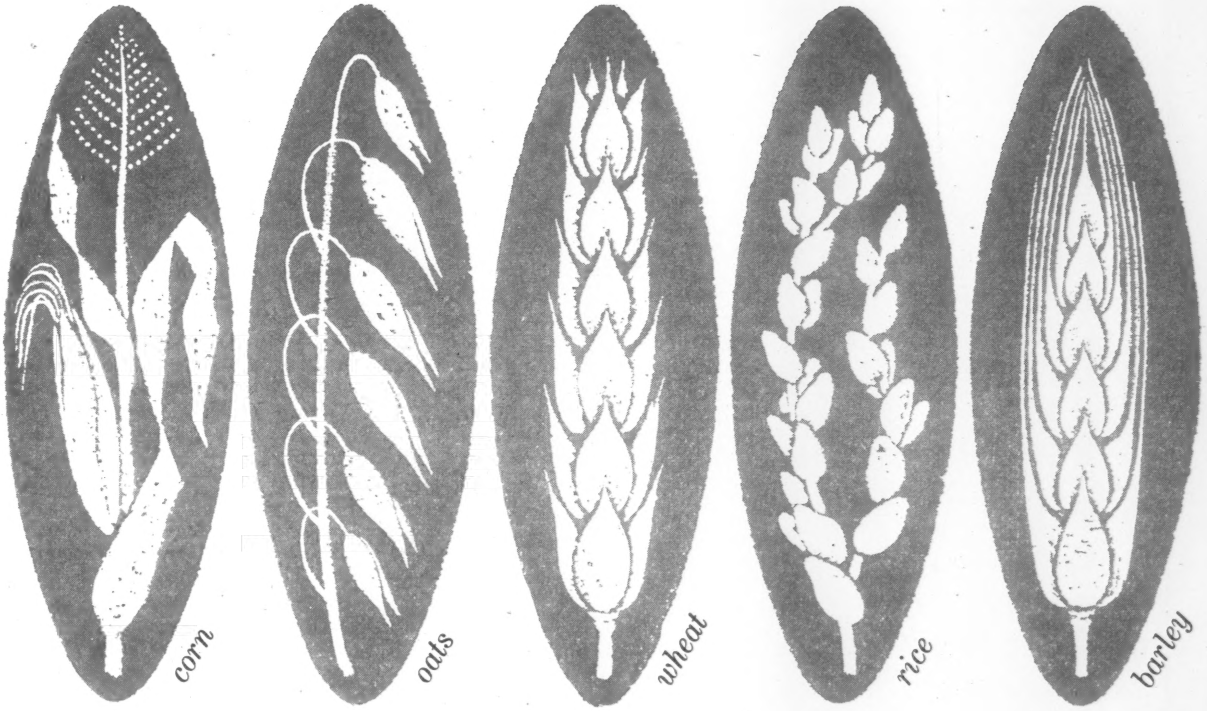
Mr. Culligan was quick in rebuttal. He conceded Mr. Headley had done an accurate job of analyzing the network radio situation—but qualified by saying it was an analysis of the situation 18 months ago. It was then that network radio had its recession, not now, Mr. Culligan asserted. Actually, he said, networks are now in a mild boom.

Mr. Culligan made no bones about the troubles the networks have suffered, and said that NBC Radio alone lost about $9,200,000 between 1953 and 1957.

Network radio has forever lost to television the battle of the living room, the NBC Radio head stated. It has won the battle of the rest of the house and the out-of-home audience, he said, citing the now familiar growth in radio sets and in listening in these categories.

It was in the fall of 1956 that network radio hit bottom, Mr. Culligan declared. The medium had lost 60% of its nighttime audience and Westinghouse Broadcasting Co. yanked its stations from the NBC affiliate list in favor of independent operation, leaving large gaps in the network's coverage and presenting further clearance problems.

Rather than giving up, however, Mr. Culligan recounted how the network, under direction from NBC President Robert



breakfast cereal calories are full of good nutrition and are low in fat

Medical and nutrition experts are concerned because the teen-age, elderly, and obese individuals are consuming too many empty calories. When a moderate reduction of dietary fat is indicated, breakfast cereal calories merit consideration because they provide *low-fat content* and are full of good nutrition as shown in the table below. Whole grain, enriched, and restored breakfast cereals, hot or ready to eat, considered as a group contribute protein, important B vitamins, and essential minerals in addition to the carbohydrates needed for quick energy.

nutritive value of breakfast cereals
(based on composite average)

	cereal, 1 oz. dry weight basis
CALORIES	104
PROTEIN	3.1 gm.
FAT	0.6 gm.
CARBOHYDRATE	22 gm.
IRON	1.4 mg.
THIAMINE	0.12 mg.
RIBOFLAVIN	0.04 mg.
NIACIN	1.3 mg.
CHOLESTEROL	0

Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.

CEREAL INSTITUTE, INC. • 135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

Sarnoff, decided to try once again to get back on its feet. From that time to this, he said, have evolved the formulas which will guide the network in the future, specifically between now and 1960. They are five:

(1) Capitalizing on the medium's ability in news and sports coverage and analysis.

(2) *Monitor.*

(3) Adult, intelligent programming, even when its to a minority audience. Bringing back the old stars, but in new formats, as with Madeleine Carroll and Don Ameche in the daytime lineup.

(4) Merchandising ability and new equipment.

Mr. Culligan asked the conference delegates how long it had been since they had been excited by a new tv set, and then pointed to the excitement caused by the new miniature transistor radios. These will bring luster back to radio, he said.

(5) Memory vision. An extension of the "imagery transfer" idea Mr. Culligan and NBC Radio have pushed in the past, it is based on the idea that each individual has two tv sets, "one in the living room and one in his skull." NBC's idea is to capitalize on the recognition which an advertiser builds up through "expensive" commercials on tv, magazines, and the like, by using word images of those commercials on radio—at considerably reduced cost.

Mr. Culligan gave three reasons for the comeback in network radio.

(1) Affiliate support: The clearance problem has been eased to the point that NBC this fall will raise its pricing level from 75% to 85% of the network's dollar value.

(2) Advertisers and agencies: In network radio's heyday, 15 advertisers supported the medium. All left during the time that tv made its biggest inroads. Today all are back now, joined by 121 new advertisers who never before used the medium.

(3) Support by government and industry statesmen: Exhibit A in this category was a recorded statement by Sol Taishoff, editor-publisher of BROADCASTING, made at Mr. Culligan's request following a BROADCASTING editorial outlining the need for affiliate support to the radio networks.

Mr. Taishoff called networking a two-way street, with the network's job to program national and international events and the affiliate's job to broadcast this information. The latter's responsibility is as great as the former's, he said. Mr. Taishoff pointed out the frequent references to the future of radio networks during Washington hearings, and noted the concern lawmakers and others have that radio networking be maintained. No local ingenuity can fill the void which would be left if the networks failed, Mr. Taishoff declared, concluding that the problem of keeping them on the air is not to be solved by the networks themselves.

Mr. Culligan concluded his address with a demonstration of network radio flexibility and immediacy. Commenting that the delegates had been shut off from the rest of the world for the past several hours, he volunteered NBC Radio to bring them up to date. Reports from Tokyo, London and Moscow, channeled through NBC's west coast newsroom, did just that. The performance drew strong applause from the audience.

Earlier in the conference, before the network-rep hassle, Mr. Sowell addressed the delegates on their responsibilities in maintaining the public service elements of the medium. He traced the evolution of radio from its beginning as a novelty to its present conformation, which he described as taking five shapes:

(1) The conservative station, which programs extensively in the public service and which bases its news policy on thorough, accurate writing of the news without exploitation of it.

(2) The music, news and sports station, which relies primarily on popular music.

(3) The good music station, a primarily-metropolitan development directed to a selected audience.

(4) The minority stations which program to ethnic groups peculiar to their coverage areas.

(5) The copycat stations, whose formats waver between all or some of the preceding four.

It is the medium's job today to adjust to the changing character of its audience in terms of total coverage and specialization, at the same time maintaining its public service responsibilities, he said.

In remarks opening the panel session, Merrill Lindsay of WSOY-AM-FM Decatur, Ill., described radio as now on a plateau of stability. In his capacity as chairman of NAB's Radio Board, he announced a 5% increase in am radio membership. He pointed out the work the association has done in pushing through the remote control regulation changes as an example of the values the association offers to all of its members.

The Tuesday management session was presided over by John Meagher, NAB vice president for radio.

Ebel Praises Free Air Time Given Public Interest Drives

Contributions of broadcasters and their advertisers to public interest campaigns in the past 18 months have exceeded any such period in history including wartime, according to Edwin W. Ebel, chairman of the Advertising Council's radio-tv research committee.

Speaking at the NAB Wednesday luncheon, Mr. Ebel, vice president of General Foods Corp., said 1957 circulation given through network commercial programs increased 50% over 1956. The stop accidents campaign and forest-fire prevention drive were especially effective, the council chairman said.

He asked broadcasters to support the council's newest campaign to combat recession psychology, titled "Confidence in a Growing America." He added that this campaign "attacks perhaps the most important problem in the council's history—the problem of maintaining public confidence in the future of our country and the soundness of our economy."

He described the campaign's basic premises this way: The economy is fundamentally sound and dynamic; a substantial amount of buying power is, through fear of the future, being held out of the marketplace; if public confidence can be maintained and buying power can be released, goods can move, orders can flow, jobs can reopen and "the whole direction of the economy may be turned around and pointed upward," according to the Ad Council's campaign theory.

Stars Would Return to Radio With Right Inducement—Cantor

Eddie Cantor is convinced that many of the stars of radio in the pre-tv era would enthusiastically return to radio if appropriate formats could be developed.

Mr. Cantor, a guest at the Los Angeles reunion of the U. S. Radio Mission to Europe during World War II, said that he and other stars would be willing to pitch in on a revival of network radio which to them has more warmth and attraction than television.

"I'm very bullish on radio," Mr. Cantor said. "It will go on forever. I have talked with many of the stars of early radio and they are not only willing but anxious to return to the air.

"In our home there are two tv sets, but we have seven radios. Everybody listens almost all the time.

"Practically all of the automobiles have radios these days. Think of the tremendous job that could be done in advising people to drive carefully and save lives and in selling ourselves out of the recession," the entertainer challenged.

Mr. Cantor said he had suggested to Eddie Fisher, his protege, that he wind up his NBC network programs with the phrase: "Bye now; buy now." Once started, the phrase should sweep the nation, said Mr. Cantor.

EACH YEAR *members of a World War II broadcasters mission to the European Theatre hold a reunion at the NAB convention and elect one "VIP-er of the Year." In Los Angeles last week William S. Hedges (center), NBC vice president, was presented the "VIP-er" plaque by John Fetzer (l) of the Fetzer stations and chairman of the NAB Television Board. Clair R. McCollough (r), of the Steinman stations, was toastmaster of the reunion dinner at Dave Chasen's restaurant.*

MBS STRESSES NEED OF STATION SUPPORT

- **Affiliates get show plans**
- **Contract adherence urged**

Fresh programming plans and calls for continued station support were heard by MBS affiliates at a pre-convention meeting in Los Angeles April 27.

Mutual officials discussed plans for a nightly 50-minute recorded series, *Assignment: Hollywood,* designed to cut into competing nighttime tv audiences. The program, featuring Fred Robbins as m.c., is contingent on affiliates' support and would be buttressed with strong network merchandising and promotional support.

Affiliates also were urged to adhere to contract time clearance provisions in order to enjoy maximum benefits of Mutual's news-music-special events formats and to assure advertisers of full coverage.

Discussing the network's need of station support, George Vogel, MBS executive vice president, told affiliates they can build "presold" audiences and develop program impact in their respective communities if they live up to network contracts and go along fully with MBS programming.

Station adherence to network-affiliate contracts can help minimize the necessity of rebates to sponsors and give Mutual more working capital for talent and other needs, he said.

Dr. Armand Hammer, MBS president and board chairman, sounded the keynote as he expressed confidence in Mutual's future and the ability of its new officers to make the network a "profitable operation," with affiliate support. He felt the present MBS-affiliate contract offered a "fair deal" to stations and that they will gain acceptance and community prestige through their Mutual affiliations.

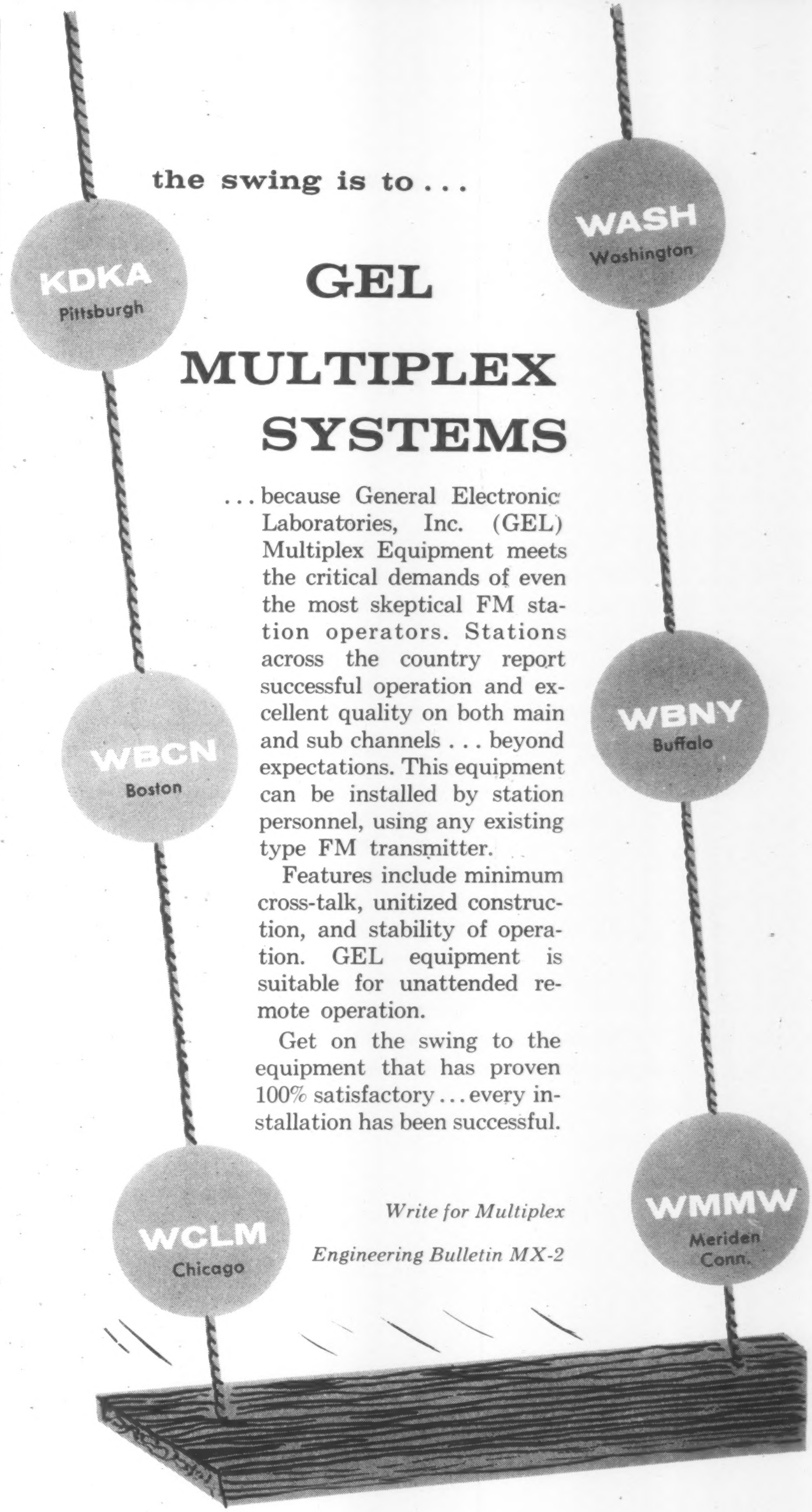
Another new series, starring Gabriel Heatter in an inspirational format, also is contemplated by MBS, affiliates were told.

Contingent upon affiliates' acceptance, Mutual proposes to offer *Assignment: Hollywood* on a reciprocal basis—25 minutes to be sold nationally and the other half to be available for local sponsorship and station identification. If the series is scheduled, the network will provide some 15,000 theatres in MBS affiliate areas with 60-second "trailers" promoting the program. The *Assignment: Hollywood* series provides for local sponsor cut-ins.

Mutual shortly will dispatch letters to its affiliates, explaining these and other programming plans urging stations to re-examine their contractual commitments.

Policy and programming plans were outlined by Messrs. Hammer and Vogel, Charles King, station relations director, and other MBS officers at a Sunday afternoon meeting, followed by a reception for affiliates. The open meeting was designed as a followup to the Mutual Affiliates Advisory Committee Washington meeting last March.

The affiliates group registered approval of network news-music-special events programming and management policy in effect since last summer [AT DEADLINE, March 31].



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. . . because General Electronic Laboratories, Inc. (GEL) Multiplex Equipment meets the critical demands of even the most skeptical FM station operators. Stations across the country report successful operation and excellent quality on both main and sub channels . . . beyond expectations. This equipment can be installed by station personnel, using any existing type FM transmitter.

Features include minimum cross-talk, unitized construction, and stability of operation. GEL equipment is suitable for unattended remote operation.

Get on the swing to the equipment that has proven 100% satisfactory . . . every installation has been successful.

Write for Multiplex Engineering Bulletin MX-2

G E L

GENERAL ELECTRONIC LABORATORIES, INC.

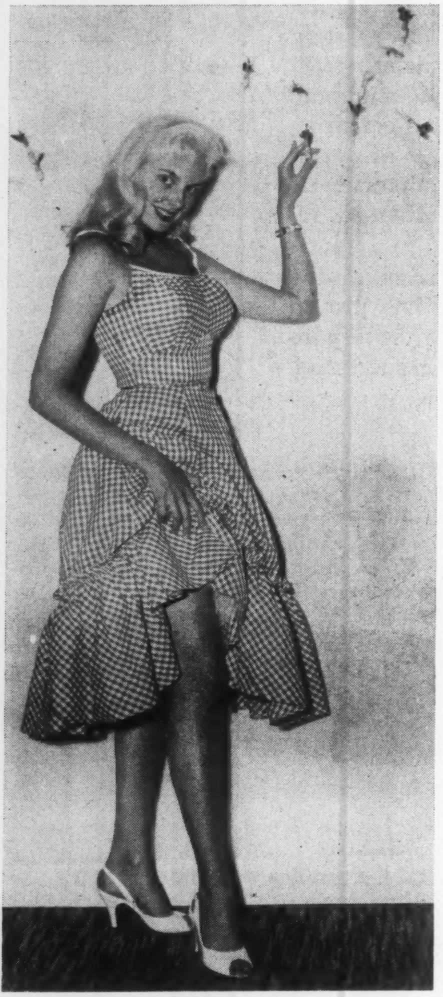
195 MASSACHUSETTS AVENUE, CAMBRIDGE, MASS.

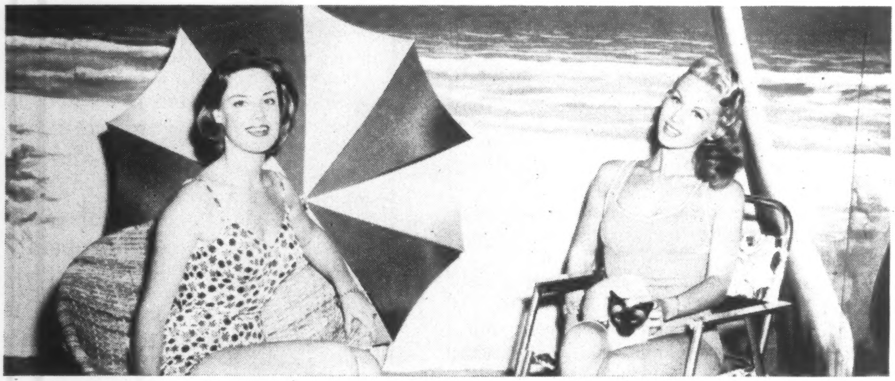
SOMETHING FOR THE BOYS

New equipment, new program properties and new versions of other services were on display for the NAB conventioneer last week in Los Angeles. The new called on the old, however, when it came to adding an extra attraction to exhibitors' displays.

For the last four NAB conventions BROADCASTING has made a point of covering this "extra attraction" phase of the week. This year's crop is displayed on these two pages.

THESE TWO at General Electric's transmitter exhibit both drew whistles and gave some of their own. The gimmick involved was a giveaway whistle complete with a GE sales pitch. The girls and the gear were in the Statler's heavy equipment section.





TWO BEAUTIES at the beach (three if you include the Siamese cat) had other duties to perform besides the obvious one of catching the passing broadcaster's eye. They were used by RCA to demonstrate the qualities of its color television cameras.

◄ **THE** gingham gown didn't quite make an old-fashioned girl out of this model at the Comet Distributing Corp. exhibit. The darts? They were used by conventioneers to try to hit a secret location on the maps, the winner to get an overseas tour.

WELCOME TO
N T A's
GOLD RUSH
OOM

NTA used a gold rush ► theme in its elaborate exhibit. Visitors entered the western saloon through swinging doors, got a chance at a drawing for a portable tv, were entertained by a cowboy band and served chow from a chuck wagon.

CATERPILLAR

THE black and yellow color scheme of the Caterpillar Tractor Co. was carried out charmingly by this brunette, whose dress and flowers matched the power generator in the background. Convention lapels all around Los Angeles demonstrated her attraction.

MGM-TV made the most of its Leo the Lion trademark. Not content to have a stuffed lion at its exhibit, the film company dressed this model in a lion costume. Most convention delegates seemed able to see through the disguise.

THIS MODEL quickly became known as the convention's Kim Novak. The delegate at the end of the hand got both a smile and an item from AAP's merchandising exhibit when he dropped by the Biltmore exhibit floor.

TPA's kilt-clad (or unclad) lassie is a familiar feature of the NAB's convention. In case visitors missed the point, the giant cutout behind her let it be known that the *Lassie* show inspired it all. Three pups were given away.

THE CBS EYE drew many others when adorning the bolero ▶ jackets of these models at the exhibit of CBS Television Film Sales. This trio and several companions did hostess duty while less-attractive company personnel made their pitch.

Foreign Legion
The Brothers
TELEVISION
PRO

EXPERTS SEE BLEAK FILM FUTURE

- **Film management group hears of high syndication costs**
- **Feature stockpile may be used up, broadcasters warned**

Syndicated film production is getting more and more costly, and new feature films are going to be rare at any cost, the NAB convention's tv film management session was told last Monday.

Milton Gordon, president of Television Programs of America, told in detail the results of a 30% hike in production costs over the past three years. It's reached the point, he said, that a producer-syndicator has to exceed $1,725,000 in sales before he makes a penny profit on a syndicated series (see table and charts). If stations insist on reruns, he added, the break-even figure may pass the $2 million mark.

The meeting also heard both film leaders and broadcasters warn that the future for new features is bleak; that there's a good chance that no features will be left after the current pictures have been "used up," and that in any case broadcasters had better "respect" the features they now have and take steps to get maximum value from them instead of "dissipating" the supply.

In either case—syndicated series or features—broadcasters were cautioned that film buying should be made a top-management function.

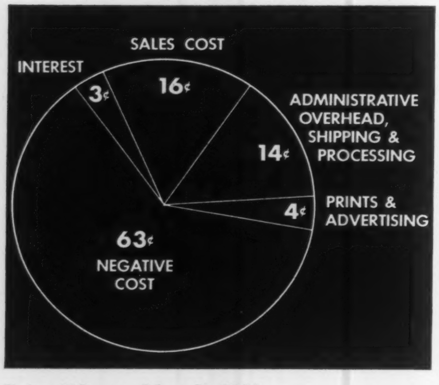
Joseph L. Floyd, KELO-TV Sioux Falls, S. D., a member of the NAB television film committee, noted that the average tv station devotes 31% of its program time to films, and that when network films are counted this figure becomes 45%.

To Mr. Gordon's report that a syndicator must sell close to $2 million before he starts to make money on a series, Mr. Floyd replied that he knew one station which has $1.75 million committed to film. He said he felt as sorry for the broadcaster in this situation as for the syndicator.

Mr. Floyd said theatres long ago recognized that film negotiation is the key to their success. Broadcasters, he said, should heed the lesson.

Aside from costs, the question of standard contract forms in the purchase of film figured prominently in the give-and-take phases which followed the formal presentations by panel members. Broadcasters noted that the different forms used by different syndicators made it necessary to clear all contracts with lawyers—an item of considerable expense. Both broadcasters and film men expressed hope that the NAB standard form of film contract might, by joint action, be made acceptable to both sides.

Where First-Run Tv Film Sales Dollars Go.



The session consisted of two panels, one on syndicated film, the other on features. Mr. Floyd was moderator for both.

Opening the syndicated film panel, A. James Ebel, KOLN-TV Lincoln, Neb., explored areas for improvement of cooperation between distributors and broadcasters, and George T. Shupert, president of ABC Film Syndication, stressed the value of research, promotion and other "extras" which distributors supply along with the films they sell.

Mr. Shupert acknowledged that distribution costs are high but maintained that in the long run they make it possible—by underwriting the "extras"—for stations to sell the programs more profitably.

Frederick S. Houwink, WMAL-TV Washington, stressed the problems posed by absence of a uniform contract. He said WMAL-TV plans, "on a one-at-a-time basis," to require the use of the NAB standard form for films it purchases.

Mr. Houwink defended barter as a system—criticisms, he asserted, are aimed at bad barter deals, not at the system itself. He said WMAL-TV has two simple rules for barter deals: all involve a client who buys a film and makes it available for a certain amount of spot announcement time, and good balance is maintained between spots.

Mr. Gordon gave his breakdown on film production costs in urging broadcasters to "please try and understand our problems and encourage us to do the best job we can, because our success is your success."

He said networks are and will continue to be "a most important factor in furnishing programming to the station," but that "film distributors must inevitably become increasingly more important to you than they are now, particularly in seasons such as the one we are experiencing."

Producing a network show is "child's play" as compared to producing a quality syndicated series, he said, because if the pilot for a network show is sold, the producer can tailor-make the series to the sponsor's requirements. But a syndicated series must be tailored for perhaps more than 100 different customers with differing problems and requirements, he asserted, and "the risk is not $40,000 or $50,000, as is the case with a network pilot, but usually is in excess of a million dollars."

The feature film panel was opened by Dwight Martin, WAFB-TV Baton Rouge, La., who explained that his station tries to schedule features in counterpoint to earlier programming of the same evening; it does not show the second run of a film on the same night of the week that it was shown in first run, and it tries to schedule features so that the same stars aren't seen too often.

Oliver A. Unger, president of National Telefilm Assocs., noted that 8,000 to 9,000 features have been released to television and stations are using them "like a drunk sailor on leave"; that production of features is nowhere near the rate of consumption and that even if post-1948 films were released—a prospect he doubted—these would add only 2,831 to the supply. He cautioned broadcasters to conserve their features, scheduling them in better time periods that would produce more revenues.

Lee Ruwitch, WTVJ (TV) Miami, took a different tack. Audiences no longer consider features on tv as a real treat, he asserted, and broadcasters are at "a crisis," many of them having millions in film commitments they may never recover. He acknowledged that features get good ratings —"but how loaded have the rating weeks been?" The upsurge in good theatrical product, he suggested, is apt to make viewers dissatisfied with the films they see on tv.

He also charged that there is "tremendous waste in the distribution and sale of features." Economies will have to be made, he said.

Richard Harper, MGM-TV, said stations must "respect" their features and protect their investment in them "before it is too late." He urged that they be programmed properly—and not in "bulk"—and promoted heavily "with showmanship."

From the floor Harold P. See of KRON-TV San Francisco raised the question—

Average Tv Film Budget

1. Story, script & royalty	$ 2,850.00
2. Producer	1,000.00
3. Director	1,000.00
4. Star	2,000.00
5. Cast	—
6. Bits & Extras	2,000.00
Over-the-Line Costs	$ 8,850.00
7. Production office; Casting	885.00
8. Director's Assts.	416.00
9. Camera	1,100.00
10. Art Dept.	375.00
11. Wardrobe	205.00
12. Makeup	192.00
13. Props	1,405.00
14. Electrical	1,590.00
15. Sound Crew	520.00
16. Set Operations	607.00
17. Process	—
18. Film Editing	1,900.00
19. Location expense	475.00
20. Stills	100.00
21. Set construction	1,600.00
22. Transportation	343.00
23. Music	200.00
24. Stage Rentals	1,450.00
25. Projection	60.00
26. Tests	—
27. Sound & Sound Dailies	1,720.00
28. Composite & master prints	384.00
29. Opticals—photo effects, etc.	400.00
30. Stock shots—process plates	50.00
31. Titles—trailer	150.00
32. Misc. film expense	—
33. Scoring & dubbing	872.00
34. Payroll taxes & benefits	550.00
35. Insurance	450.00
36. Misc. expense	126.00
37. Publicity	200.00
38. Legal	150.00
39. Travel	250.00
40. Communications	50.00
Under-the-Line costs	$18,775.00
Total cost	$27,625.00

Does not include production overhead.
Does not include re-run fees.

First Run* Gross Sales Necessary To Break Even

Average cost per picture	$27,625
Cost for 39 pictures	1,077,375
Print cost	
1000 prints @ $25 (average)	25,000
Advertising & Promotion	50,000
Total negative cost, prints & advertising	$1,152,375
Interest on bank loans. 6% on $1,152,375 for 18 months on a declining balance or an average of nine months.	51,857
	$1,204,232
Selling cost average 16% of selling price	275,253
Administrative overhead, bookkeping, shipping, inspecting, etc. 14% of selling price.	240,846
Gross Necessary to Break Even	$1,720,331

Television Programs of America Inc., 488 Madison Avenue, New York 22, N. Y.

*Does not include re-run fees.

and got considerable support from panelists—of whether, after a certain date, there may be no features left. He mentioned 1961 as the year when stations may find they have "used up" the current feature supply.

Several questions were raised about the methods distributors use to determine film costs for a given market. The syndicators defended the practice of basing prices on an evaluation of each market and what its share of the total cost should be, instead of basing on the stations' rates.

Early Mutterings at NAB Session Protest Film Firms' Exclusion

The NAB board's move to exclude film companies from NAB conventions was protested right off the bat last week—almost as soon as the convention's first management session got under way.

Speaking as a panelist at the film meeting Monday morning, President Milton A. Gordon of Television Programs of America departed from his text long enough to observe that film distributors too often are treated as "second-class citizens"—as, for example, in the decision to bar them from the conventions. He did not develop the point because, he said, the meeting's timetable would not permit it.

A little later, Michael M. Sillerman, also of TPA, answering a question from the floor, seemed to express the same thought without saying it explicitly. Talking about film companies' general failure to use the NAB standard contract for film sales, Mr. Sillerman said he had not seen the NAB proposal until it was in type on galley proofs—"a sort of *fait accompli.*" But he would still be willing to work for a mutually acceptable standard form, he said, as part of a "bilateral" effort.

Quality Radio Group Votes 'Aye' To Keeping Organization Intact

Quality Radio Group Inc., organized four years ago to promote the sale of programs on a selected list of stations, voted last Monday at a meeting in Los Angeles to keep the skeleton organization intact and prepared to pursue its goal when "circumstances permit." The group is now represented in New York largely on a stand-by basis by Scott McClean, head of the New York office of Crosley Broadcasting.

Ward Quaal, WGN Chicago, absent because of the illness of his father, was unanimously re-elected president. Other officers re-elected were W. H. Summerville, WWL New Orleans, vice president, and William D. Wagner, WHO Des Moines, secretary-treasurer. Re-elected as directors were John H. DeWitt Jr., WSM Nashville; Ralph Evans, WHO Des Moines; Don McGannon, Westinghouse, and Mr. Quaal. To succeed the late Wayne Coy, Time Inc. stations, and John Outler, who retired as general manager of WSB Atlanta last December, the membership elected John B. Tansey, WRVA Richmond, and Frank Gaither, WSB.

Other directors are Gustav K. Brandborg, KVOO Tulsa and Gordon Gray, WOR New York, whose terms expire next November; John De Russy, Westinghouse; Robert Dunville, WLW Cincinnati; E. K. Hartenbower, KCMO Kansas City, and Stanton P. Kettler, WGBS Miami, whose terms expire in November, 1959.

NAB COUNTS TRUMPS AT LABOR SESSION

- **More than 500 attend clinic**
- **CBS cited for strike action**

Labor costs are climbing but employers are meeting with more success as they face up to strike threats and intimidation, management delegates agreed at a labor clinic held Monday afternoon at the NAB Los Angeles convention.

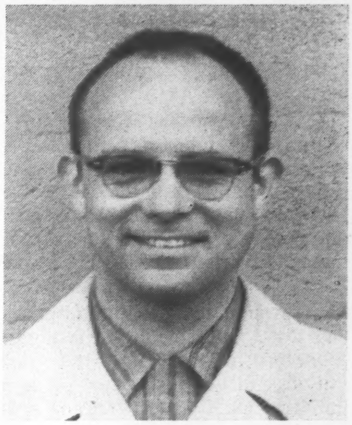
A list of case histories of labor negotiations and strikes was unveiled in a two-hour discussion, including instances where competitive stations successfully joined in common resistance to union demands in a single city.

Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., chairman of the NAB Employer-Employe Relations Committee, presided at the clinic, attended by over 500 broadcasters. Before the closed discussion started, Mr. Johnson said unions are aware of the automation problem. He observed that job classification and job jurisdiction are appearing with more frequency and insistence in union contract patterns.

Broadcasters paid tribute to CBS executives for their courage in taking the recent network strike and for their loyalty in keeping the network in operation. The action was described as the beginning of a new era in American broadcasting labor relations.

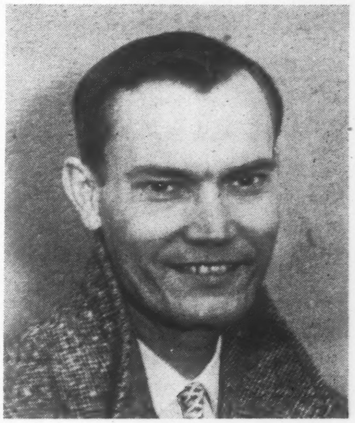
Mr. Johnson said networks and affiliates are handling intra-family problems in a mature manner. He said that network resistance and the cooperation of affiliates hastened an early settlement of the CBS strike. He called for militant and courageous leadership by radio and tv broadcasters in their negotiations.

Charles H. Tower, NAB manager of employer-employe relations, cited significant trends in labor relations. He said about 10% of the 3,195 radio stations on the air last Jan. 1 have contracts covering announcers


SAMUEL W. SLOAN, Ass't. Treasurer

Like Hundreds of Broadcasters . . .

Assistant Treasurer
SAMUEL W. SLOAN
of
WOHO
Toledo, Ohio
and
Chief Engineer
EDWIN J. POWELL
Selected
STAINLESS TOWERS


EDWIN J. POWELL, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

and about 15% have contracts covering technicians.

Unionization has proceeded further in tv than in radio broadcasting, but still is limited, with announcers represented by unions at about 100 of the 500 tv stations, and technicians at 200 of the stations. Some of the larger stations and networks have contracts covering musicians, stagehands, writers and other employes, he added.

Mr. Tower noted that unionization is receding slowly but steadily at radio stations, with the possible exception of consolidated operations, through the use of improved technology. He found increasing union effort to expand control in television.

Broadcasters who took part in the discussion included Kenneth Giddens, WKRG-AM-TV Mobile, Ala.; Frederick Houwink, WMAL-AM-TV Washington; Gus Brandborg. KVOO-AM-TV Tulsa; Howard Lane, KOIN-AM-TV Portland, Ore., and Victor A. Sholis, WHAS-AM-TV Louisville.

These principles in collective bargaining were listed: mutual trust in word and intention; a clear understanding as to the extent of the bargaining commitment; some degree of comparability in terms of ability and willingness to take a strike, and adequate procedure on handling such matters as the presentation of the employer's facts and argument at the bargaining table and, most important, the making of decisions on issues that are bound to arise.

a hit and
a spectacular
near-miss
in Washington, D. C.

wmal-tv

is the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings

we would have been in first place
during the times when all four
stations were competing except for
two "one-time spectaculars."

SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	33.0%	29.8%
Station 2	31.1%	31.8%
Station 3	23.5%	27.1%
Station 4	11.7%	11.3%

ARB/March 8-14, 1958

represented by H-R Television, Inc.

HIGGINS RECAPTURES GOLF CROWN

Joe Higgins, WTHI-TV Terre Haute, Ind., won the 27th annual NAB-BROADCASTING Magazine golf championship, shooting a near par 74 last Monday over the 7,000-yd. Los Coyotes course in Bellehurst, Calif. Mr. Higgins also won the title in 1956, 1955, 1954, 1952 and 1949.

Second low gross went to Mark Schreiber, Denver agency owner, who scored a 76. Mr. Schreiber won the 1957 tournament.

Among the other 52 players, blind bogey handicaps enabled many to score in the 70's. First low net honors were shared between Charles Brakefield, WREC-TV Memphis, and Ross Case, KWAT Watertown, S. D., each grossing 88 with handicaps of 27 reducing their nets to 61. Robert Ferguson, WTRF-TV Wheeling, W. Va., with a 62 low net took third place.

BROADCASTING awarded silver trophies to gross and net winners. Los Angeles stations donated other prizes.

Other winners: third low gross with 78, Marshall Pengra, KLTV (TV) Tyler, Tex.; fourth low gross with 79, Cliff Kirkland, Transcontinent Television Corp., New York. Jayne Shannon, Ruth Jones and Ann Wright, all J. Walter Thompson, New York, shared first prizes among the women participants. Scores follow:

	Gross	*Handicap*	*Net*
Armstrong, Bud, WHB Kansas City, Mo.	101	27	74
Astor, Art, Headley-Reed, Los Angeles	114	30	84
Barnes, Tom, WDAY-TV Fargo, N. D.	92	24	68
Bayard, Jere, Jere Bayard Adv., Los Angeles	91	21	70
Beaudin, Ralph W., KQV Pittsburgh	101	30	71
Beeson, Sterling, Headley-Reed, New York	99	27	72
Brakefield, Chas. B., WREC Memphis	88	27	61
Brooks, E. L., KRKD Los Angeles	82	15	67
Bryant, Bruce R., CBS-TV Spot Sales, New York	88	21	67
Burda, Orville, KDIX Dickinson, N. D.	108	30	78
Case, Ross E., KWAT Watertown, S. D.	88	27	61
Collins, Bob, KEXO Grand Junction, Colo.	108	30	78
Collins, John, WDTA Batavia, New York	99	30	69
Conwell, John O., KOMU-TV Columbia, Mo.	109	27	82
Dahlsted, Dresser, KABC Los Angeles	99	18	81
Doerfer, Comr. John, FCC, Washington	87	24	63
Egan, Russ, Clear Channel Bcstg., Washington	91	18	73
Elliott, Art, CBS-TV Spot Sales, Chicago	94	21	73
Feltis, Hugh, Hugh Feltis Assoc., Seattle	96	24	72
Ferguson, Robert, WTRF-TV Wheeling, W. Va.	92	30	62
Fitzsimonds, Frank E., KBMB-TV Bismarck, N. D.	105	30	75
Haley, Arthur, WORL Boston	91	18	73
Heald, Robert L., Spearman & Roberson, Washington	105	30	75
Higgins, Joseph, WTHI-TV Terre Haute, Ind.	74	0	74
Holman, Hal, Hal Holman Assoc., Chicago	94	21	73
Ison, Aubrey, Tv Log, Los Angeles	112	30	82
Keever, Jake, Calif. National Production, New York	99	30	69
Kirkland, C. M., Transcontinent Tv Corp., New York	79	6	73
Lamond, Don, KFOX-AM-TV, Long Beach, Calif.	86	12	74
Layne, Rosy, KID Idaho Falls, Idaho	98	27	79
Lee, Comr. Robert E., FCC, Washington	99	21	78
Long, Maury, BROADCASTING	86	15	71
McVey, Robert, KGEN Merced, Calif.	115	30	85
Morris, Truman A., WBEX Chillicothe, Ohio	86	12	74
Mounsey, Duncan, WPTR Albany	123	30	93
Nybo, Ken, KBMY Billings, Mont.	108	30	78
Ogden, Cliff, Calif. National Productions, New York	115	30	85
Pellegrin, Frank, H-R Reps, New York	97	30	67
Pengra, Marshall H., KLTV (TV) Tyler, Tex.	78	0	78
Peterson, Howard O., KTVH (TV) Wichita	107	30	77
Sandler, Jack L., WQAM Miami	114	24	80
Schreiber, Mark, Mark Schreiber Adv., Denver	76	9	67
Seavey, Hollis, Clear Channel Bcstg., Washington	94	21	73
Tessman, Abbott, KEXO Grand Junction, Colo.	109	30	79
Tobin, Jack, Calif. National Prods., New York	89	15	74
Tomerlin, Bill, KMLA Los Angeles	90	24	66
Unger, Irv, Gill-Perna, Chicago	106	30	76
Young, William E., Screen Gems, Detroit	101	27	74

A PERMANENT RECORD

Eight past presidents of Broadcast Pioneers attended the 1958 annual banquet: Arthur B. Church, former owner of KMBC Kansas City; Raymond F. Guy, NBC senior staff engineer; Carl Haverlin, BMI president; Mr. Hedges; Edgar Kobak, former president of MBS; Frank Mullen, former executive vice president of NBC; Clair R. McCollough, general manager, Steinman Stations; Paul Morency, president, WTIC-AM-FM Hartford.

Plan for a broadcasters hall of fame and museum to house the memorablia of radio and television much as the Baseball Hall of Fame in Cooperstown, N. Y., serves as a storage house for the archives of baseball, was announced by John F. Patt, president, Broadcast Pioneers, at the organization's annual banquet Tuesday. How the $2.5 million proposed as a starting goal will be raised is still an unanswered question, Mr. Patt said, but he expressed confidence that "the financing can be found if we dream big enough."

Pioneers Hear DeMille On 'Right to Work'

The right to work is one of man's inalienable rights, Cecil B. DeMille declared Tuesday in an address at the 17th annual dinner meeting of the Broadcast Pioneers.

Accepting a special Pioneers citation for his "monumental contributions to communications and entertainment in America," the noted motion picture producer reviewed his nine years as producer-host of *Lux Radio Theatre*. The ability of radio to take him into the homes of the people and to let him talk to them with an intimacy not possible in a movie theatre was "one of the most satisfying experiences of my life," he declared. But, he stated, his radio career was abruptly halted when he refused to pay a $1 political assessment demanded by his union (AFTRA, then AFRA) and so "I was denied the use of the air." There was no tv then and no tv union, but when tv came along the ban was extended to exclude him from working in this medium as well as in radio, he said.

This was 13 years ago, Mr. DeMille reported. At that time only two states had right-to-work laws. But, with the help of the Cecil B. DeMille Foundation, such laws are now in force in 18 states, with several more to vote on them this year, he said. This is not an anti-labor movement, he said, asserting that union membership has increased at a greater rate in states with right-to-work laws than in states without them. "It is not unionism we oppose, but compulsory unionism," he declared.

Mr. DeMille concluded his address with a tribute to the late G. A. (Dick) Richards, owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, as "one of the very few who rallied to the right-to-work clause 13 years ago."

Pioneer President John F. Patt, president of WJR Detroit, presented the citation to Mr. DeMille and a second one to William S. Paley, CBS Inc. board chairman, for his many contributions to broadcasting, particularly that he "first recognized the need for top men in the presentation of broadcast programming." Frank Stanton, CBS president, accepted for Mr. Paley, who was in England.

The annual "Hall of Fame" award of Broadcast Pioneers was presented posthumously to the late John U. Reber, former vice president of J. Walter Thompson Co., as one of the first to realize the great potential of radio and to convince advertisers of the value of sponsoring a regular weekly series with continuing stars. William S. Hedges, NBC vice president, chairman of the Pioneers Awards Committee, presented the Hall of Fame award to Mrs. Reber.

Mr. Hedges also presented plaques to Dr. W. G. R. Baker, former vice president of General Electric Co.; Earl C. Anthony, president, KFI Los Angeles; FCC Comr. Rosel H. Hyde and jointly to Bob Hope and Bing Crosby.

T. A. M. Craven, FCC commissioner, was elected an honorary life member of the Broadcast Pioneers, as Comrs. Hyde and Robert T. Bartley had been elected at previous Pioneer meetings.

President Patt announced that nine Pioneer chapters are either functioning or in the organization stage: New York, Philadelphia, Michigan, Heart of America (Kansas City), Southwest (Dallas), Chicago, Northeast Ohio, Washington, D. C., and Southern California.

Rogers, Other Officers Named At Tv Pioneers' First Meeting

President W. D. (Dub) Rogers and other officers and directors of the fledgling Society of Television Pioneers were re-elected last Monday at a luncheon meeting in Los Angeles, during the NAB convention.

In addition to Mr. Rogers, of KDUB-TV Lubbock, Tex., officers re-elected were John E. Fetzer, WKZO-TV Kalamazoo, Mich., Harold Hough, WBAP-TV Fort Worth, and Campbell Aronux, WTAR-TV Norfolk, Va., first, second and third vice presidents, respectively, and Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., secretary. Directors are the officers and George Burbach, KSD-TV St. Louis; Jack Harris, KPRC-TV Houston; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Richard Rawls, KPHO-TV Phoenix; Clyde Rembert, KRLD-TV Dallas and P. A. (Buddy) Sugg, NBC.

The luncheon was the first formal meeting of the group, organized a year ago. Those eligible for membership include people who have been identified with any of the networks or 108 pre-freeze tv stations. Roy Rogers, his wife Dale Evans and the Sons of the Pioneers furnished entertainment for the luncheon.

Tv Code Suspensions May Hit Some Stations

NEW *NAB Tv Code Review Board took office last week. Members are (l to r) E. K. Hartenbower, KCMO-TV Kansas City; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Roger W. Clipp, Triangle stations, chairman; Donald H. McGannon, Westinghouse Broadcasting Co., and Richard A. Borel, WBNS-TV Columbus, Ohio.*

NAB's Television Code Review Board will start code suspension proceedings against several stations unless they correct advertising practices, the board announced last Tuesday at the NAB Los Angeles convention.

William B. Quarton, WMT-TV Cedar Rapids, Iowa, retiring as code board chairman, said the board decided to take the action at a meeting the previous day. He told a tv management meeting the board hopes these stations "will alter their practices so they may be eligible to remain in code membership."

NAB's code staff, headed by Edward H. Bronson, director, and Charles Cady, assistant director, will "work with these stations and cooperate with them in every way possible," Mr. Quarton said. He added, "In fairness to the overwhelming majority of the stations which observe in substantial fashion the code's recommendations, it is the board's intent to deprive of subscriptions those stations which cannot or will not operate consistent with the code's provisions."

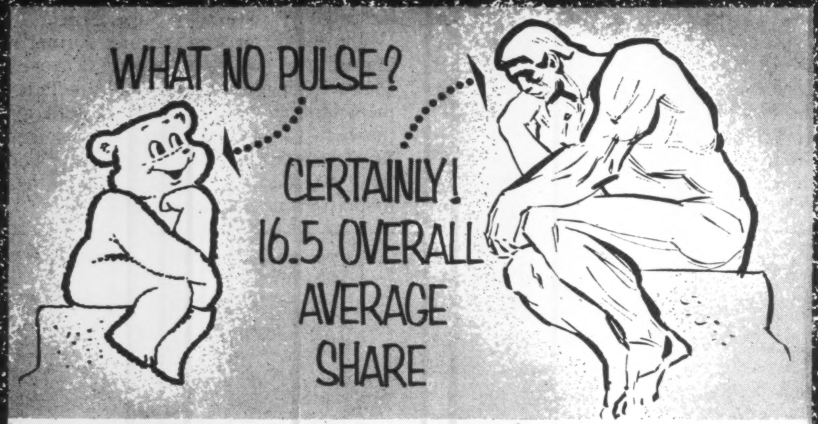
Principal violations involved were described as multiple-spotting, excessive commercial time in programming, personal product (hemorrhoid remedy) advertising and program-length commercials. "If the lowest common denominator sets the minimum standards of practice for our code, the document soon will become insignificant," Mr. Quarton said. He added that code membership had increased 30% during his period of board service.

Mr. Bronson said one in 20 of the 20,000 tv programs monitored were found to have exceeded advertising time limits and 2% of station breaks exceeded the limits.

BROADCASTER'S FIRST CHOICE

GATES

Leader in Creative Engineering

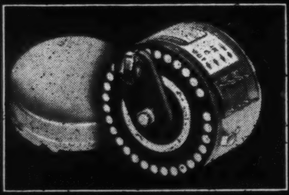


KOBY'S big round family sound keeps SAN FRANCISCO'S huge adult listening audience on a continuous buying spree—PULSE—HOOPER—NIELSEN all agree!

10,000 WATTS SAN FRANCISCO **KOBY** **Sit In With Your Petry Man!**

Mid-America Broadcasting Company

DAVEN ATTENUATORS... THE STANDARD IN AM, FM & TV STATIONS THROUGHOUT THE WORLD!



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WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

OSU Institute Starts Monday On Education and Broadcasting

The 28th annual Institute for Education by Radio-Television will deal with broadcasting's responsibilities in the American educational crisis. The three-day meeting starts Monday at the Deshler-Hilton Hotel in Columbus, sponsored by Ohio State U.

From 600-800 broadcasters, civic leaders, educators and others are expected to attend, it has been announced by Dr. I. Keith Tyler, institute director.

Speakers include John Scanlon, deputy director of research of the Fund for the Advancement of Education, New York; Laurence Siegel, assistant director of the Miami U. (Oxford, Ohio) experimental study in instructional procedures; William Brish, Washington County superintendent of schools, Hagerstown, Md., and Gayle B. Childs, head of a tv correspondence study project, U. of Nebraska.

President Novice G. Fawcett of OSU will welcome IERT visitors at the opening general session Monday. The first session will feature a comprehensive review of instructional tv developments. A total of six general sessions, the annual institute luncheon and 18 clinics will be held during the institute.

NAEB Plans Workshop, Seminar On Tv Techniques for Education

Plans for a seminar on instructional uses of radio and tv at the U. of Illinois, July 21-25, have been announced by the National Assn. of Educational Broadcasters. The organization Saturday opened a video recording workshop in Chicago lasting through Wednesday.

Technical descriptions and demonstrations of Ampex videotape recording equipment feature the Chicago sessions at the studios of WTTW (TV), non-commercial station. The workshop is designed to increase the technical knowledge of engineers on video recording developments. The potential advantages of video tape over conventional kinescope methods, such as utilized by the Educational Television & Radio Center, Ann Arbor, have long intrigued educational broadcasters. Actual equipment is being demonstrated at WGN-TV Chicago studios.

On the agenda are speakers from network, equipment, film, educational television and allied fields. Among them: Kenneth M. Mason, Eastman Kodak Co.; Rene Mathieu and Matt Herman, George W. Colburn Lab, Chicago; Harold Wright and Rodger J. Ross, Canadian Broadcasting Corp.; Joseph W. Belcher, General Precision Lab, Pleasantville, N. Y.; Ralph Seitle, William Manshot and Diane Weise, WTTW (TV) Chicago; Keith K. Ketcham, WOI-AM-FM-TV Ames, Iowa; Allan Deland, ETRC, Ann Arbor; Woody Neltor, CBS Chicago; Carl Meyers, WGN-TV Chicago; Jack Neitlich and Leonard Hase, Ampex Corp., Chicago; William Crusinberry, Dage Television, Michigan City, Ind.; John Boor, KCTS (TV) Seattle; Jack Chenoweth, KETC (TV) St.

Louis, and Glen Southworth, KWSC Pullman, Wash.

The seminar, to be held at the Allerton House, U. of Illinois Conference Center, is tailored for educational broadcasting personnel responsible for planning elementary and secondary programs and for those in teacher-training institutions responsible for teaching courses.

Both the workshop and seminar are made possible under grants from the Ford Foundation.

XETV (TV) to Carry ETV

XETV (TV) Tijuana-San Diego, Calif., and California Western U., San Diego, are undertaking a daily educational series starting May 15, it has been announced by Julian M. Kaufman, vice president-general manager of XETV, and Dr. William C. Rust, president of the institution.

The schedule calls for a minimum hour a day of live programming, eventually expanding to as much as four hours on music, art, history, philosophy and other subjects. Shows will originate at XETV's ch. 6 studios at the outset, but on approval of a uhf tv application by the university, it would originate the series, microwaving it to the XETV transmitter in Tijuana.

META, WCBS-TV Air ETV Series

Metropolitan Educational Television Assn. "went network" for the first time yesterday (Sunday) when META teamed up with WCBS-TV New York to present the first of live educational programs titled *Concept of Freedom* (CBS-TV 2:30-4:30 p.m. EST). The programs are broken down into debates, interviews, round-table analyses and straight lectures. META also announced last week that it had cleared time on WABC-TV New York for a 15-week series starring tv personality Dr. Frank Baxter, titled and dealing with *The Written Word*, (Mon. 7:30-8 p.m.) META will air the series for the Educational Tv and Radio Center at Ann Arbor, Mich.

EDUCATION SHORT

Broadcast Music Inc., has presented original manuscript material of *The American Story* to Columbia U. (New York) libraries. Radio series is produced as public service by BMI in association with Society of American Historians.

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BROKER AND FINANCIAL CONSULTANT
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CARTB TO CONSIDER CODE OF ETHICS

- **Symbol of adherence planned**
- **10 requirements suggested**

A 10 point code of ethics for member stations of the Canadian Assn. of Radio and Television Broadcasters will be discussed at the May 13 and 14 closed business sessions of the CARTB convention at the Queen Elizabeth Hotel, Montreal, Que.

The code, in suggested form, provides for a recognition symbol to each member station adhering to the code of ethics, and a committee to investigate any stations not adhering to the code. The committee is to consist of four immediate past CARTB presidents and others to be appointed by this quartet. A two-thirds majority of the CARTB directors would be required to take away a station's code of ethics symbol on the committee's recommendation.

The code requires that stations so program their operations that all groups of listeners shall have some part of the programming devoted to their special likes and desires. The selection of children's programs should require the closest possible supervision and member stations should encourage parents to select the best program fare for their children.

The code also suggests stations should identify themselves actively with all worthwhile community activities and should consult with educational authorities in programming to augment organized educational and cultural influences. News should be presented with fairness and accuracy and newscasts should not be editorial in tone or be colored by desires of persons or groups. Controversial public issues should be presented fairly.

Member stations will be required to work with advertisers and agencies in improving the technique of telling the advertising story so that these shall be in good taste, simple, truthful and believable. The code provides that broadcasters deal fairly with advertisers and others desiring to use their facilities; that they maintain free enterprise and fair competition within broadcasting and oppose all harmful monopolies, public or private; that they set high business standards and uphold and adhere at all times to their published rates and refrain from secret bonusing or rebating to advertisers, agencies or other users of the broadcasting medium.

Members would be required to make every attempt to make broadcasting an attractive and permanent career.

CBC Board Turns Down Radio-Tv Applicants

All applicants for new radio and television stations appearing before the board of governors of the Canadian Broadcasting Corp. at Ottawa on April 22 were refused. Grounds for denial of the applications: there were enough stations in the markets, the possibility of multiple tv stations in some major markets ruled out economical operation of more radio stations, or CBC itself

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over SACRAMENTO

Aug. 1957—KXOA goes Independent!

Oct. 1957—KXOA reaches 1st Place with 26 ¼ Hr. firsts & ties—Pulse

Mar. 1958—KXOA increases 1st Place lead with 29 ¼ Hr. firsts & ties—Pulse

NOW 50th U. S. MARKET: Sacramento County*

Natl. Rep. — McGavren-Quinn
V.P.-Mgr. — Howard Haman

* SRDS May 1958

planned tv stations in the areas requested.

A hint that second tv stations in Canadian cities soon may be a reality came with the denial of applications for radio stations in suburban Montreal areas. In turning down Geoffrey W. Stirling, owner of CJON-AM-TV St. John's, Nfld., for a 5 kw station on 980 kc at Montreal, and George S. Mooney for a 5 kw station on 1570 kc at Dorval, Que. (a Montreal suburb), the CBC board stated: "After a thorough study of the services provided by the radio stations now operating in the Montreal area . . . the board is not convinced that an additional station, or stations, would improve general service in the Montreal region. An increase in the number of stations in a given area under present conditions is closely related to the problem of assuring reasonable standards of radio broadcasting which has given the board much concern. This has particular application in metropolitan areas where there are prospects of additional television stations."

An application by George E. Hillyard of Corner Brook, Nfld., for a 1 kw radio station on 560 kc, and a tv station on channel 5 with 71.2 video and 35.6 audio power, was turned down for a similar reason. The CBC board felt that a second radio station could not operate satisfactorily in this area in view of future tv development, and announced that the CBC had authorized its own organization to establish a tv station at Corner Brook.

CHUM Toronto, Ont., was granted a power increase from 2.5 kw on 1050 kc to 5 kw day and 2.5 kw night on the same frequency, provided it continues to improve its programming.

CFAM Altona, Man., was granted a power increase from 1 kw to 5 kw on 1290 kc and change in transmitter site.

CKAC Montreal, Que., was given permission to keep a 10 kw standby transmitter in readiness for use on the station's frequency with its regular antenna system.

CFQC-TV Saskatoon, Sask., was recommended for a power boost on channel 8 from 100 kw video to 180 kw video and 60 kw to 100 kw audio power with antenna at 866 ft. above average terrain.

Share transfers were approved for CFCN Calgary, Alta.; CHNS Halifax, N.S., and CFGT St. Joseph d'Alma, Que. Transfer of control of CJAV Port Alberni, B.C., from CJAV Ltd. to Kenneth Henry Russell Hutcheson was approved.

Application by Rundle Broadcasting Co. Ltd., Calgary, Alta., for 5 kw station on 1330 kc was denied.

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POTENT VOICE IN THE MIDDLE EAST

"Radio is the most powerful single force in the Middle East today," according to CBS News correspondent Frank Kearns, in New York last week to receive the Overseas Press Club award for the best radio-tv reporting from abroad. Mr. Kearns, joined by Youssef Masraff, chief picture editor of *Al'Ahram* Cairo news magazine and CBS-TV cameraman, told BROADCASTING that radio has projected the Arabs and Moslems out of the dark ages and into the 20th century with "an unbelievable speed."

The crowded air has taken on a new meaning in the Middle East, says Mr. Kearns. Countless propaganda voices propelled through the air with almost limitless kilowatts scramble for the loyalties of men's minds and souls. The most powerful effect is scored daily by Radio Cairo (Egyptian State Broadcasting), the state-controlled broadcasting service, whose *Voice of the Arabs* program, beamed in Arabic, English, French, Hebraic and African dialects (e.g., Swahili) covers the Near, Middle East, the African continent and parts of Latin America. With stations in Cairo, Alexandria and Assiout (in the upper Nile region), *Voice* often makes history. (In February, Gamal Abdel Nasser, president of the newly-formed United Arab Republic—Egypt and Syria—announced via Radio Cairo that Saudi Arabia's King Saud was financing, to the tune of $5.5 million, a plot to kill Nasser and overthrow the Nasser regime. Ten days later, after Radio Cairo has beamed this allegation throughout the Middle East, the Saudi Arabian princes united to force Saud to relinquish power to Crown Prince Feisal. Said Mr. Kearns, "though Radio Cairo merely picked up the story, it can take 98% of the credit for this coup d'état.")

Day and night radio is constructing a tower of Babel and confusion reigns rampant. Pivotal voice is the UAR's combined Radio Cairo and Radio Damascus (Syria). Yemen, which sympathizes with the UAR, perpetuates the Nasser theme out of Radio Sanaa. Opposition voices spring from Radio Amman (Jordan) and Radio Baghdad (Iraq). Israel slams back at Egypt via the Arabic language broadcasts of Radio Tel Aviv. The confusion is compounded by BBC London whose propaganda broadcasts are relayed into the desert kingdoms via Nicosia in Cyprus and from another transmitter in the Aden protectorate. Voice of America's Arabic broadcasts emanate somewhere in the Mediterranean from aboard a ship run by USIA. VOA's English broadcasts hail also from Stuttgart, Germany. Countering Nasser's UAR from the Quai D'Orsay is Radio Diffusion Francaise which supports Radio Algiers with ammunition, while the anti-French tack is taken by Premier Bourguiba's Radio Tunis. Spaniards, too, are fought for and over by Radio Morocco which screams for independence. Even the neutral American Forces Network (AFRS) enters the fray with non-soothing rock 'n roll music. On top of this, notes Mr. Kearns, "there is a enormous amount of jamming being done by everybody out of so-called secret transmitting sites."

But the "biggest blast" next to Cairo's, he points out, comes out of Radio Moscow "which has recently doubled its Arabic language programming."

Mr. Masraff points out that Radio Cairo has not created international tensions: "It merely has capitalized on existing and latent nationalistic fervor." Added Mr. Kearns, "for good or bad."

Mr. Kearns has been with CBS since February 1953, first acting as a news stringer while writing "an unwritten novel." He became a full fledged correspondent last May. Mr. Masraff shot the now-famous Ed Murrow *See It Now* interviews with Premier Nasser. Mr. Kearns April 7 scooped ABC-TV and the *Mike Wallace Interview* show with an exclusive, CBS Radio talk with Nasser; he finds the Egyptian head "a brilliant politician." Messrs. Kearns and Masraff won their OPC spurs last summer when they stole behind Algerian lines for six weeks to bring out the special CBS report, "Algeria Aflame," for which they also won the George Polk Memorial Award from Long Island U.

Station Authorizations, Applications

As Compiled by BROADCASTING

April 24 through April 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

San Diego, Calif.—Sherrill C. Corwin—Granted ch. 27 (548-554 mc); ERP 129 kw vis., 64.6 kw aur.; ant. height above average terrain 720 ft., above ground 247 ft. Estimated construction cost $135,325, first year operating cost $150,000, revenue $160,000. P. O. address 122 S. Robertson, Los Angeles 48, Calif. Studio location San Diego. Transmitter location San Diego. Geographic coordinates 32° 50′ 18″ N. Lat., 117° 15′ 00″ W. Long. Trans.-ant. RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. **Sherrill C. Corwin** will be 100% owner. Mr. Corwin is 15% owner **KAKE-AM-TV Wichita, Kan.** minority stockholder in **KPRO Riverside, KROP Brawley, KYOR Blythe, KREO Indio,** all California, and permittee **KABY-TV San Francisco,** applicant for ch. 34 Los Angeles and 1190 kc at Anaheim-Fullerton, both California. Announced April 24.

McCook, Neb.—Central Kansas Television Co.—Granted ch. 8 (180-186 mc); ERP 50 kw vis., 26.9 kw aur.; ant. height above average terrain 626 ft., above ground 574 ft. Estimated construction cost $138,721, first year operating cost $25,000, revenue $25,000. P. O. address Box 182, Great Bend, Kan. Studio and trans. location near Traer, Kan. Geographic coordinates 39° 59′ 45″ N. Lat., 100° 39′ 35″ W. Long. Trans., ant. GE. Legal counsel Cohn and Marks, Wash., D. C. Consulting engineer Commercial Radio Equipment Co., Wash., D. C. **Central Kansas Television** is owned by **E. C. Wedell,** president (14.97%), **Gladys Wedell** (14.97%) and others. Central Kansas Television is licensee of **KCKT (TV) Great Bend, Kan.,** and its satellite, **KGLD (TV) Garden City, Kan.** Announced April 24.

APPLICATION

South Miami, Fla.—Coral Television Corp., ch. 6 (82-88 mc); ERP 100 kw vis., 50.124 kw aur.; ant. height above average terrain 315.3 ft., above ground 333 ft. Estimated construction cost $703,780, first year operating cost $600,000, revenue $600,000. P. O. address % Robert Peterson, First Nat'l. Bank Bldg., Miami Beach. Studio location South Miami. Trans. location Ragged Keys Tract #2, near Coral Gables. Geographic coordinates 25° 32′ 18.4″ N. Lat., 80° 10′ 10.7″ W. Long. Trans., ant. GE. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer John Mullaney, Washington, D. C. Ownership is divided among 10 area business men. Announced April 24.

Allocations

ACTIONS BY FCC

By memorandum opinion and order and order to show cause in **Albany-Schenectady-Troy-Vail Mills, N. Y.,** tv rule-making proceeding, Commission ordered **Copper City Bcstg. Corp.** to show cause by June 2 why its license for station **WKTV** on ch. 13 in **Utica** should not be modified to specify operation on ch. 2 at the site which WKTV originally specified but at tower height of 2,049 ft. above mean sea level; afforded WKTV opportunity to file response by June 2. Except to the extent provided in memorandum opinion, Commission denied requests in various filings by WKTV, **Central New York Bcstg. Corp. (WSYR-TV** ch. 3 Syracuse), and **Columbia Bcstg. System Inc. (WCBS-TV** ch. 2, **New York City).**

By report and order, Commission denied all proposals and counterproposals in rule-making proceeding, initiated June 27, 1957, which proposed to shift tv ch. 12 from **Erie, Pa.,** to **Cleveland** or **Cleveland-Akron, Ohio,** and to shift ch. 12 from **Flint, Mich., to Saginaw-Bay City-Flint, Mich.,** and terminated this proceeding. Chairman Doerfer not participating; Commissioner Lee concurring.

By memorandum opinion and order, Commission denied Feb. 5 petition by **Bakersfield Bcstg. Co.,** permittee of **KBAK-TV** ch. 29, **Bakersfield, Calif.,** for reconsideration of Commission's report and order of Jan. 6 which added tv channels 17 and 39 to Bakersfield. Chairman Doerfer not participating.

PETITIONS FOR RULE MAKING FILED

Jose Bechara Jr., Mayaguez, Puerto Rico—Petition requesting institution of rule making looking toward allocation of ch. 11 or 13 to Mayaguez, P. R., and intermediate reallocations proposed as follows: **Fajardo, P. R.**—Present ch. 13, proposed ch. 10; **Caguas, P. R.**—Present ch. 11, proposed ch. 12; **Arecibo-Aguadilla, P. R.**—Present ch. 12, proposed ch. 11 or 13; **Mayaguez, P. R.**—Present ch. 3, 5, proposed ch. 3, 5, and either ch. 11 or 13; and **Virgin Islands**—Present ch. 8, 10, proposed ch. 8. Petitioner also requests institution of any show cause orders resulting from above changes.

Community Television Corporation, Grand Forks, N. D.—Petition requesting amendment of rules looking toward assignment of ch. 12 to **Hallock, Minn.-Pembina, N. D.** area.

Daniel W. Casey Sr., Robert J. Conan, T. Frank Dolan Jr., and **Richard N. Groves** (hereafter referred to as **SYRACUSE GROUP) Syracuse, New York**—Petition requesting institution of rule making so as to amend Sec. 3.606 as follows: Syracuse, N. Y.—Present—Ch. 3-, 8, *43+, Proposed—Ch. 3, 5, 9, and *43; **Rochester, N. Y.**—Present—Ch. 5-, 10+, 15-, *21, and 27+, Proposed—Ch. 8, 10, 15, *21 and 27. Petitioner further requests that Commission issue appropriate orders to show cause in accordance with plan set forth above.

New Am Stations

ACTION BY FCC

Hot Springs, S. D.—Fall River Bcstg. Corp.—Granted 580 kc, 1 kw D. P. O. address Hot Springs. Estimated construction cost $20,136, first year operating cost $30,000, revenue $40,000. Equal partners are **Russell M. Stewart** (33⅓% **KNEB Scottsbluff, Neb.,** 22 2/9% **KOLR Sterling, Colo.**

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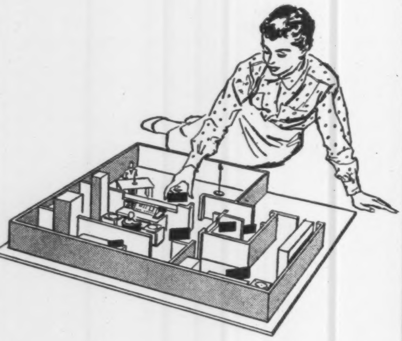

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and 50% **KVHC O'Neill, Neb.**), and **Frederick M. Walgren**, engineer, KNEB. Announced April 24.

APPLICATIONS

Beardstown, Ill.—Beardstown Bcstg. Co., 790 kc, 500 w D. P. O. address 210 Washington St., Beardstown. Estimated construction cost $25,703, first year operating cost $36,000, revenue $45,000. Owners are **Robert** and **Margareta Sudbrink** (50% each). Mr. Sudbrink is in insurance, real estate, etc. Mrs. Sudbrink is in farm operation. Announced April 25.

New Orleans, La.—Continental Telecasting Corp., 1190 kc, 1 kw D. P. O. address 1050 Montecito Dr., Los Angeles. Estimated construction cost $19,843, first year operating cost $75,000, revenue $90,000. Applicant, licensee of **KRKD-AM-FM Los Angeles**, is owned by **Albert Zugsmith** (55.57%) and others. Mr. Zugsmith's other broadcast interests: **KVSM San Mateo** (37.5%); **KBMI Henderson, Nev.** (17½%); **WREX-TV Rockford, Ill.** (25%), and **KULA-AM-TV Honolulu (25%)**. Announced April 30.

East Grand Forks, Minn.—Marlin Obie, 1050 kc, 1 kw D. P. O. address 715 5th St., S.W. Wadena, Minn. Estimated construction cost $19,950, first year operating cost $38,000, revenue $52,000. Sole owner **Obie** has one-third interest in **KWAD Wadena**. Announced April 30.

Gallup, N. M.—Cloyed Kendrick and **Hugh Landis**, 1230 kc, 250 w unl. P. O. address 413½ W. Main St., Farmington, N. M. Estimated construction cost $13,300, first year operating cost $36,000, revenue $39,000. Co-owners **Kendrick** and **Landis** also share ownership of **KVBC Farmington, N. M.** Announced April 30.

Belle Fourche, S. D.—Joseph Kopp, 1450 kc, 250 w unl. P. O. address 803 Kansas City St., Rapid City, S. D. Estimated construction cost $9,750, first year operating cost $36,900, revenue $46,500. Sole owner **Kopp** until recently was program director, **KRSD Rapid City**. Announced April 30.

Cheyenne, Wyo.—Robert Howsam, 1480 kc, 1 kw D. P. O. address Bears Stadium, Denver, Colo. Estimated construction cost $18,725, first year operating cost $35,000, revenue $42,000. Sole owner **Howsam** is licensee of **KINT El Paso, Tex.** and holds 16⅔% of **KTLN Denver**. Announced April 30.

Existing Am Stations

ACTIONS BY FCC

KCMR McCamey, Tex.—Granted change from unlimited time to specified hours (Monday through Saturday, 6 a.m. to 6 p.m.; Sunday, 7 a.m. to 6 p.m.), continuing operation on 1450 kc, 250 w. Announced April 24.

KWEL Midland, Tex.—Granted change in frequency from 1580 kc to 1600 kc (continued 1 kw, D, operation); remote control permitted. Announced April 24.

APPLICATIONS

WQIK Jacksonville, Fla.—Cp to increase power from 1 kw to 5 kw and install new trans. Announced April 30.

WAHL Hastings, Mich.—Cp to change from employing directional ant. to non-directional (DA-D to non-DA). Announced April 29.

WFVG Fuquay Springs, N. C.—Cp to increase power from 1 kw to 5 kw and install new trans. Announced April 30.

CALL LETTERS ASSIGNED

KMIA Miami, Ariz.—Willard Shoecraft, 1340 kc.

KOFY San Mateo, Calif.—Intercontinental Bcstg. Corp., 1050 kc. Changed from KVSM.

WSUB Groton, Conn.—Lawrence Reilly and **James Spates**, 980 kc.

KASY Auburn, Wash.—Auburn Bcstrs., 1220 kc.

WWIS Black River Falls, Wisconsin.—Clarkwood Broadcasting Corporation, 1260 kc.

New Fm Stations

ACTIONS BY FCC

Lincoln, Neb.—Herbert Burton—Granted 95.3 mc, 320 w unl. P. O. address 2400 Winthrop Rd., Lincoln. Estimated construction cost $6,153, first year operating cost $6,210, revenue $14,000. Sole owner **Burton** has classical music program on **KLMS Lincoln**. Announced April 24.

Montrose, Pa.—Montrose Bcstg. Corp.—Granted 96.5 mc, 57 kw unl. P. O. address 35 Lake Ave., Montrose. Estimated construction cost $14,850, first year operating cost $12,000, revenue $12,000. Owner is non-profit, religious organization which is also licensee of **WPEL Montrose**. Announced April 24.

APPLICATIONS

Fresno, Calif.—McMahon Bcstg. Co., 95.5 mc, 25.83 kw. P. O. address 945 Van Ness Ave., Fresno. Estimated construction cost $27,799, first year operating cost $3,000, revenue to be included with am station. Applicant is licensee of **KMAK Fresno**. Announced April 29.

Hicksville, N. Y.—High Fidelity Music Co., 92.7 mc, .81 kw. P. O. address 20 Lake End Road, Merrick, N. Y. Estimated construction cost $9,812, first year operating cost $16,500, revenue $18,500. **John R. Rieger Jr.**, sole owner, is instructor with **Tv Workshop of New York**. Announced April 24.

Existing Fm Stations

CALL LETTERS ASSIGNED

KDWD (FM) San Diego, Calif.—Los Tres Diables Bcstrs., 98.1 mc.

WRXO-FM Roxboro, N. C.—Roxboro Bcstg. Co., 96.7 mc.

KBOY-FM Medford, Ore.—Clarence Wilson, 95.3 mc.

Ownership Changes

ACTIONS BY FCC

KAGH (Julian Haas) Crossett, Ark.—Granted assignment of license to **Julian Haas** and wife **(Rose M. Haas)**, d/b as **Radio Station KAGH** as gift to latter. Announced April 24.

WLAP-AM-FM Lexington, Ky.—Granted assignment of licenses to **WLAP Radio Inc.**; consideration $332,500. **John B. Poor**, president of assignee, is vice president of **RKO Teleradio Pictures Inc.**, licensee **of WNAC (AM-FM-TV), Boston; KHJ (AM-FM-TV) Los Angeles; KRIC San Francisco; WOR (AM-FM-TV) New York; WHBQ (AM-TV), Memphis; and WGMS (AM-FM) Bethesda, Md.**, and **Washington, D. C.** Announced April 24.

WDAF-AM-TV Kansas City, Mo.—Granted assignment of licenses and cp to **National Missouri Tv Inc.**; consideration $7,600,000. Commissioner Bartley not participating. Sale is required by consent judgment of Nov. 15, 1957, in civil antitrust action, **United States** vs. **The Kansas City Star Co., et al** in U. S. District Court for Western District of Missouri. All of assignee's stock is held by **National Television Investments Inc.**, whose stock is wholly owned by **Natonal Theatres Inc**. Only stockholder with 1% or more interest in National Theatres having broadcast interests is **Frank H. Ricketson Jr.**, vice president **(KFBC-AM-TV Cheyenne, Wyo.**, and **KSTF-TV Scottsbluff Neb.)**. Announced April 24.

KDOT Reno, Nev.—Granted assignment of license from **Radioreno Inc.** to **John L. Breece** for $80,000. Mr. Breece previously owned **KATI Casper** and one-third of **KOVE Lander**, both **Wyoming**. Announced April 24.

KUBE Pendleton, Ore.—Granted assignment of license from **John M. Carroll** to new corpora-

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tion—**Umatilla Bcstg. Enterprises Inc. (Mr. Carroll, Robert E. Thomlinson and B. D. Isaminger)**; staff members buying 51% interest for $5,000. Announced April 24.

KWAT Watertown, S. D.—Granted assignment of licenses from **C. W. Murchison Jr.**, and **John D. Murchison** to **Lee V. Williams Jr.**, trading under same name; consideration $113,902. Announced April 24.

KAZZ (FM) Austin, Tex.—Granted assignment of licenses to **J. E. Moore Jr.**, consideration $12,264. Announced April 24.

KLLL Lubbock, Tex.—Granted assignment of license to **H. E., Glenn E.** and **Ray Corbin**, d/b as **Corbin Bcstg. Co.**; consideration $150,000. Commissioner Lee voted for 309(b) letter. Announced April 24.

APPLICATIONS

WEDR Birmingham, Ala.—Seeks assignment of license from Edwin Estes to **WEDR Inc.** Corporate change. No control change. Announced April 28.

WJLD Homewood and **WJLN-FM Birmingham,** both **Alabama**—Seek assignment of license and cp from **George Johnston** and **George Johnston Jr.**, executor of estate of George Johnston, deceased, to George Johnston Jr. and **Rose Hood Johnston** (80% and 20% respectively). Announced April 24.

WMOZ Mobile, Ala.—Seeks assignment of license and cp from **Edwin Estes** to **WMOZ Inc.** Corporate change. No control change. Announced April 28.

KHAT Phoenix, Ariz.—Seeks assignment of cp from **Geoffrey Lapping** to **Radio K-HAT Inc.** Corporate change. No control change. Announced April 29.

KNEZ Lompoc, Calif.—Seeks assignment of cp from **Thomas Friedman** tr/as **Elson Electronics Co.** to **KNEZ Inc.** Corporate change. No control change. Announced April 24.

KACE-AM-FM Riverside, Calif.—Seeks assignment of cp of permittee corporation from **Ray Lapica** to **K-ACE Radio Inc**. Corporate change. No control change. Announced April 25.

KSUE Susanville, Calif.—Seeks involuntary assignment of license from **Nolan Hallowall** and **James McKahan,** d/b as **Home Appliance Store,** to James McKahan and **Marguerite Hallowall** as executrix of will of Nolan Hallowall, deceased, d/b as Home Appliance Store. Announced April 24.

WBBQ-FM Augusta, Ga.—Seeks assignment of license and cp from **Savannah Valley Bcstg. Co.** to **Musicast of the South Inc**. Corporate change. No control change. Announced April 29.

WRWH Cleveland, Ga.—Seeks assignment of cp from **Clyde Turner** to **Newsic Inc.** for $1,570. New owners are auto dealer **Donald Stewart** and restauranteur **William Strange** (one-third each) and others. Announced April 30.

WTVP (TV) Decatur, Ill.—Seeks transfer of control (95%) of licensee **(Prairie Television Co.)** from **W. L. Shellabarger** and others to **George Bolas** (30%), **W. Clarke Swanson** (15%), **Gilbert Swanson** (15%) and others, for $200,000. Mr. Bolas is member of executive committee, **Tatham-Laird Inc**. Swanson brothers are **Campbell Soup Co.** executives. Mr. Shellabarger, who retains 5%, is in insurance. Announced April 28.

WTIM Taylorville, Ill.—Seeks transfer of 49% of licensee **(K. W. Moyer Bcstg. Corp.)** to **Roger Moyer** as follows: 9% from **Keith Moyer** for $7,850; 20% each from **Catherine Chesi** and **John Corsiatto** for $20,000 apiece. Roger Moyer also owns 25% of **WMMA Miami, Fla.** Announced April 25.

WARU Peru Ind.—Seeks transfer of control (52.86%) of licensee **(Wabash-Peru Bcstg. Co. Inc.)** from **Wendell Hansen** to **Stark Bcstg. Corp.** for $8,736. Stark Bcstg. is licensee of **WCMW Canton Ohio.** Announced April 29.

KROS Clinton Iowa—Seeks involuntary acquisition of positive control (69%) of licensee **(Clinton Bcstg. Corp.)** by **B. M. Jacobsen** individually and as co-executor with **William Callender** of estate of **Mrs. A. J. Hammonc,** deceased. Announced April 30.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through March 31

	AM	FM	TV
LICENSED (all on air)	3,174	520	404[1]
CPs ON AIR (new stations)	55	20	107[2]
CPs NOT ON AIR (new stations)	88	72	106
TOTAL AUTHORIZED STATIONS	3,317	612	661
APPLICATIONS FOR NEW STATIONS (not in hearing)	418	49	73
APPLICATIONS FOR NEW STATIONS (in hearing)	109	10	55
TOTAL APPLICATIONS FOR NEW STATIONS	527	59	128
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	239	22	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	15
TOTAL APPLICATIONS FOR MAJOR CHANGES	275	22	56
LICENSES DELETED	0	1	0
CPs DELETED	0	2	0

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through April 30

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,174	65	81	551
FM	520	22	81	69
TV (Commercial)	404[1]	107[2]	109	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 30

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

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[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

KGEZ Kalispell, Mont.—Seeks transfer of control of licensee **(KGEZ Inc.)** from **Copper City Radio Co., Mary Sullivan, William Carroll, Frank Reardon** and **Helen Reardon** to **Skyline Bcstrs. Inc.** for $115,000. New owners (25% each): **C. M. Anzjon,** optometrist; **M. A. Himsl,** auto dealer; **Ambrose Measure,** attorney and **Richard Vick,** general manager KGEZ-AM-TV. Announced April 25.

WBEV Portland Ore.—Seeks assignment of cp from **Bellevue Bcstrs.** to **Coast Bcstg. Corp.** for $5,000. New owner, **Dawkins Espy,** has 90% interest in **KIKK Bakersfield, Calif.** Announced April 30.

WICU-AM-TV Erie, Pa.—Seeks transfer of control of **Dispatch Inc.** (parent corporation of licensee, **Community Service Bcstg. Co.**) from **Edward Lamb** to Edward Lamb and family. Announced April 30.

WMIA Arecibo, Puerto Rico—Seeks acquisition of positive control (100%) of licensee **(Abacoa Radio Corp.)** by **Lopez** family **(Manuel, Carlos, Jose and Carmen)** through purchase of 50% from **Mr. and Mrs. Jose Donate Casanova** for $25,000. Announced April 30.

KBAL San Saba, Tex.—Seeks assignment of license and cp from **Radio San Saba** to **H. A. Stephens** and **Rueben Senterfitt** (each 50%) d/b as **San Saba County Bcstg. Co.** for $20,000. Mr. Stephens is farm editor, **KCYL Lampasas, Tex.** Mr. Senterfitt, attorney, is former Speaker of **Tex. House of Representatives.** Announced April 30.

WCMS Norfolk Va.—Seeks assignment of license and cp from **Cy Blumenthal** to **WCMS Radio Norfolk Inc**. Corporate change. No control change. Announced April 29.

KXRO Aberdeen, Wash.—Seeks involuntary transfer of control (61.6%) of licensee corporation **(KXRO Inc.)** from **Harry Spence** to **Helen Spence,** executrix of estate of Harry Spence, deceased. Announced April 25.

Hearing Cases

INITIAL DECISION

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of **Richard M. Seidel, Bernice Schwartz, Harold H. Meyer** and **Rand Bcstg. Co.,** d/b as **Radio Tampa,** for new am station to operate on 1010 kc, 50 kw, DA, D, in Tampa, Fla., and dismissing competing application of Rand Bcstg. Co. Announced April 29.

OTHER ACTIONS

By memorandum opinion and order, Commission (1) dismissed protest by **Wrather-Alvarez Bcstg. Inc. (KFMB** and **KFMB-TV** ch. 8), **San Diego, Calif.,** directed against Feb. 25 grant of application of **California Western University of San Diego** for a permit to locate, maintain or use studio or apparatus for production of programs to be transmitted or delivered to tv station **XETV Tiajuana, Mexico,** but (2) clarified scope of license by deleting words "for the purpose of obtaining or producing programs consisting of various programs broadcast in United States" and substituting therefor words "for the purpose of transmitting or delivering noncommercial educational programs produced in its studios by faculty and staff." Announced April 24.

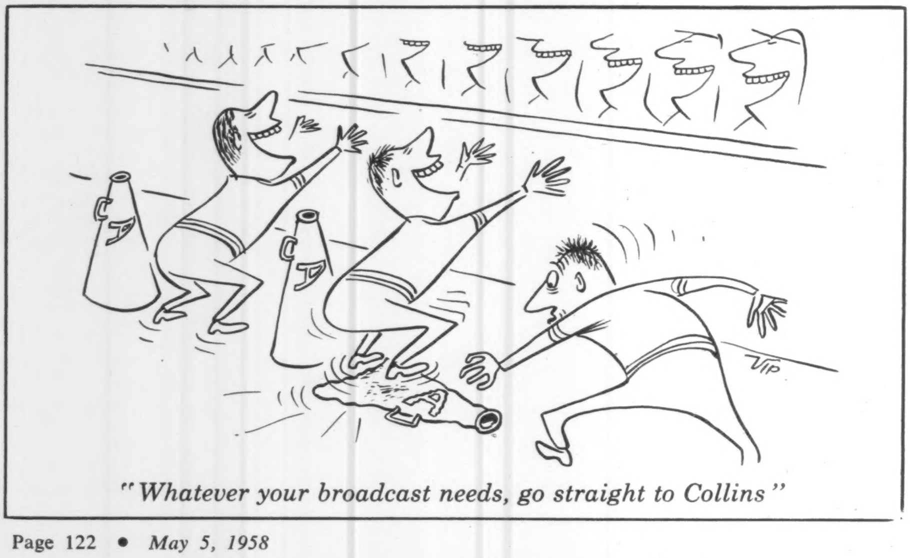
By memorandum opinion and order, Commission dismissed petition for reconsideration or rehearing by **WREC Bcstg Service (WREC) Memphis, Tenn.,** directed against Feb. 20 grant without hearing of application of **Wiregrass Bcstg. Co.,** for cp to change facilities of **WIRB Enterprise, Ala.** Announced April 24.

WMMW-FM Meriden Conn.—By letter granted request for waiver of Sect. 3.293 of rules to permit continued functional music operation on a simplex basis to Oct. 1. Announced April 24.

Routine Roundup

Commission has been advised by Department

Continues on page 126



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- **No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Stations selling mailorder specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

Management

Sales manager wanted for top station in top New England market. Send reference, complete information, photo, and gross billing last 3 years. Box 177E, BROADCASTING.

Manager. Can you organize traffic? Keep small staff harmonious, announce a bit yourself, got a first phone? If so, we have a job for you. Owner-manager wants more free time to sell. Phone Ann Arbor, Normandy 3-0569, or write WOIA, Saline, Michigan.

Sales

Ohio independent. Major market looking for management material with successful sales background. Top opportunity for top man. Box 966D, BROADCASTING.

Fast growing, metropolitan, music and news independent. Great future. Box 119E, BROADCASTING.

Wanted: Full time salesman for Indiana station, earnings above average, particularly want idea type salesman, dependable and energetic, experienced in local and regional sales, write Box 218E, BROADCASTING.

Commercial manager with solid small market experience. Some announcing, good salary. Interview required. KBUD, Athens, Texas.

Chicago. Excellent opportunity for man with outstanding radio sales record to earn well into 5-figure income. Good prospects for promotion to even bigger job in chain of 8 radio-tv stations. Send photo and history of billing and earnings to Walter Conway, WBEE, Chicago, Illinois.

Announcers

Florida. Need experienced personality top dj. Above average salary. Promotion minded station. Send tape, background. Box 721D, BROADCASTING.

Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of nation's leading chains. Rush tape, background, information. Box 746D, BROADCASTING.

Southwest, metropolitan, fast-paced; sharp production. Box 118E, BROADCASTING.

Top morning air salesman wanted by aggressive northeastern station. Send audition, photo, and full particulars. Box 123E, BROADCASTING.

Florida net affiliate wants top-notch morning man. Must be adult with adult like things to say. No rock and roll—no top-forty. Want strong personality that will wear well over long period of time. Write in detail. Snapshot, references and tape desired. Fine opportunity. Box 127E, BROADCASTING.

Newsman do you have, two years actual radio news beat experience, voice authority, mature thinking, journalism background, ability to meet people, ad lib interview ability. Are you married, 28 years old, do you want a responsible position with longevity with starting salary $430.00. Then answer this ad immediately for midwest power station. Box 201E, BROADCASTING.

Staff announcer; special shows and writing all types included. Single station market; start $80. Box 205E, BROADCASTING.

Announcer-first phone, immediate opening, top pay and conditions. Call Dick Burt, Dunkirk, New York, 7756.

Experienced announcer, Also sell time. Ideal working conditions. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with first phone. Versatile program man willing to work. New equipment, uptown studios. Send resume and tape. KTET, P. O. 631, Livingston, Texas.

Immediate opening, experienced announcer. Must sell time. $90. per week. More for right man. 15% commission on sales. Car expense. Retirement plan. We pay moving expenses. One of seven station chain. Country living. Ideal for family raising. No consideration without tape or audition. WELD, Moorefield, West Virginia. Mail address Fisher, West Virginia.

Sarasota, Florida announcer with first phone. No maintenance. Send tape, etc. to WKXY, P. O. Box 2431.

University town in central Pennsylvania wants a wake-up man **for a full time 250 watt station.** Send tape and photo, or call for a personal audition. General Manager, WMAJ, State College, Pennsylvania.

Morning man, strong, enthusiastic fast paced. Top pop station. Rush tape. WMEX, 70 Brookline Ave., Boston 16, Mass.

Technical

Chief engineer single market southern network station using remote control. Inquiries confidential. Box 214E, BROADCASTING.

Capable experienced studio-transmitter engineer for 5 kw Ohio regional station. Personal interview desirable. Box 220E, BROADCASTING.

Offering a substantial salary and stable position to young man with first phone. Light maintenance. Some announcing. Expanding operation. Chance for chief. Personal interview only. Call Weston, W. Va. 1555.

First phone engineer wanted immediately. Good salary. Latest equipment. Resort area. Expanding 5000 watts immediately. Excellent opportunity. Contact Warren Chase, WDEV, Waterbury, Vermont.

Combo man first phone. Can you talk well enough for music station near University of Michigan? Send tape to WOIA, Saline, Michigan or phone Ann Arbor 3-0569.

Production-Programming, Others

Metropolitan top-rated station needs alert all-around girl Friday. A real opportunity. Write General Manager. Box 747D, BROADCASTING.

Mr. News Director! Can you see beneath the surface news—get behind handouts? Are you a newsman who always knows what's going on? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 179E, BROADCASTING.

Executive secretaries with knowledge and experience in the fields of radio and television broadcasting. Must be able to assume office responsibilities as right hand to top executives in major broadcast operation. Stimulating, interesting, rewarding work for qualified girls with extensive backgrounds in this field. Please furnish detailed resume in reply. All inquiries in strict confidence. Box 253E, BROADCASTING.

Sales promotion manager for top-flight major market, radio-television operation. Must be thoroughly experienced in all phases of sales promotion, advertising and research. This is an excellent and rewarding opportunity for qualified man in this field. All replies held in confidence. Box 254E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman radio and television, capable leg and air man with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85.00 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. STerling 2-1145.

RADIO

Situations Wanted

Management

Manager, presently employed. 16 years experience radio manager, program director, television manager, commercial manager, also network and agency. Best references all employers. Box 948D, BROADCASTING.

Proven: 13 years personality, production, programming, sales! Can build top-rated position fast. Invest in, supervise radio, medium Texas market. Employed family man. Box 991D, BROADCASTING.

Man with proof of successful management good music operation in mid-south, want to invest and manage central to south Florida radio station. Strong sales. Own engineer. Present employer aware of desire for Florida climate. Box 185E, BROADCASTING.

Experienced manager. Recognized sales trainer. Excellent personal sales record. Will make your station sales conscious. A man you can trust with your valuable property. Active in civic and social affairs. Happy family man. Box 188E, BROADCASTING.

Manager, sales manager, salesman, top announcer, newsman. First phone. Available now. Resume. Tape. Picture on request. Box 190E, BROADCASTING.

Experienced, enthusiastic selling manager; now employed top metropolitan market; want smaller northwestern U. S. or Canadian market only; management, production, promotion; 33, stable, family man. Box 194E, BROADCASTING.

General manager—experienced with good record. Young, energetic familiy man. Presently successfully managing medium market. Desiring change by June 1st. Please write immediately for details if you need good man, permanently. Box 232E, BROADCASTING.

Sales manager—general manager desiring change to sales management. Top record. Family man. Need improved sales quickly? Contact me immediately. Box 233E, BROADCASTING.

Manager. Profit minded. 17 years quality experience. Present successful station in one of top 25 markets. Seek "problem" station, western U.S. preferred. Finest industry references. RAB-type sales. Available 30-90 days. Box 250E, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 174E, BROADCASTING.

Salesman, married, college, 23 years old, leaving military, college experience only, but, much ambition. Sell ideas, not time. Available mid-July. Box 196E, BROADCASTING.

Sales. Want producing addition to your sales staff? Presently successful manager in medium market. Desire permanent change to fulltime sales in large market. Young family man. Box 234E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Top two man sales team. New cars. Presently selling tv. Desire radio. Prefer mid-west. Box 237E, BROADCASTING.

Announcers

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

DJ, sports, news announcer with management background. Nine years experience desires permanent position with established station. Married, responsible man. Minimum salary $150.00. Box 429D, BROADCASTING.

Experienced staff announcer. Three years. Sober, dependable, family man. Pop music man. No hillbilly music. Position must be steady. Partial to daytimers. $80 per week minimum. Box 986D, BROADCASTING.

Country—western—hillbilly—and staff announcer. 3 years. Good morning man. Family. Box 102E, BROADCASTING.

Experienced disc jockey. Three years, good commercial, know music, family. Box 105E, BROADCASTING.

Vacation problems? College student. Experienced. Announcer, record-librarian, news. Third-class permit. June 1 thru September 1. Tape, resume and references. Box 114E, BROADCASTING.

DJ/announcer, previous experience 50,000 watt metro-indie. Afternoon shift in top three Pulse ratings. Best agency references. Salary open. Box 125E, BROADCASTING.

Attention: Young staff announcer with pop music know-how. Will liven up your station. Tape available. Box 151E, BROADCASTING.

Negro dee jay. Good board man. Fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 172E, BROADCASTING.

D.J. announcer. Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 173E, BROADCASTING.

Girl-personality, d-j, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 175E, BROADCASTING.

Young staff announcer, strong dj, run own board, tapes and resume available. Box 176E, BROADCASTING.

Staff announcer, 7 years radio, tv. Family, will travel. Box 180E, BROADCASTING.

Sports announcer. Top performance, references. Family man, will travel. Box 181E, BROADCASTING.

Employed, personality dj, morning show preference, larger market anywhere, solid, 2 years, excellent news, sports. Box 183E, BROADCASTING.

Announcer—restricted ticket. Well trained, willing to learn. Handle all-round staff job, operate board. Will travel anywhere. Tape, resume on request. Box 184E, BROADCASTING.

Insomniac dj, would like all-night show in top 100 market, preferably with p.i. percentage deal. 6½ years as dj-announcer-salesman . . . gimmicks . . . real air salesman. Also interested in late night tv show . . . presently employed. Box 186E, BROADCASTING.

Announcer, 10 years, programming-production knowhow, excellent background and references, presently employed. Box 189E, BROADCASTING.

Are you in need of a deejay for your station in one of the top 50 markets? Would you like someone who will promote himself right into the top spot? No robot operation. Veteran, college graduate. Knows music and the record industry. Write Box 191E, BROADCASTING.

Want work in small southern station. 4 months experience in dj and news. Box 192E, BROADCASTING.

Versatile experienced (all phases) announcer, control board operator seeking permanence. Box 197E, BROADCASTING.

Deejay, pops-standards. Newscaster. Experienced. Married. College. Minimum $70. Relocate Michigan, Ohio, Indiana, any eastern state. Negro. No accent. No jive-talk. Box 198E, BROADCASTING.

First phone announcer, young family man, one year experience, prefers east. Seeks advancement. Available 6 weeks after acceptance. Box 200E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Radio school grad, desires position as announcer. Experience as relief man. Will relocate. Box 202E, BROADCASTING.

Ambitious young announcer, talented voice. Desires permanent position. Will relocate. Box 204E, BROADCASTING.

News and sports. I am a newsman and sportscaster with 5 years experience. Wish to locate in the east. Write for full resume. All inquiries acknowledged. Box 208E, BROADCASTING.

Top rated dj employed in million plus market. Thoroughly familiar with top 50 format. Married, personnel change necessitates relocation. Box 210E, BROADCASTING.

Announcer desires location in southwest or mid-west. Two years, six months behind mike. Good, smooth, sales voice. Mature. Box 212E, BROADCASTING.

Experienced radio announcer seeks employment in, or near New York state. Box 213E, BROADCASTING.

Outstanding newscaster—commercial announcer. Sixteen years experience, all phases including management. College graduate. Box 215E, BROADCASTING.

Wanted: Station upper-midwest, Great Lakes area. $85.00 starting. WDGY types, forget this! Pleasant (team-type) working conditions. Available: Immediately, five years experience, two jobs, excellent training. Good dj, newscaster. Good board work. Married to traffic-continuity girl Friday. There's more, too. Write Box 216E, BROADCASTING.

Stop the recession. Music-news-first-no-maintenance. Located Seattle. Box 219E, BROADCASTING.

Ohio and Michigan stations. Married, experienced staff and specialty dj. Humor and satire handled well. Available June. Box 221E, BROADCASTING.

Sportscaster-staff. Pro baseball experience. Authoritative, exciting. All sports. Permanent. Box 222E, BROADCASTING.

Professional announcer wants solid permanent deal. Experienced news-sportscaster. Disc jockey-program director. Employed references. Family. Box 223E, BROADCASTING.

Summer replacement announcer. Experienced. Mature. Taught radio. Copy experience. Tape. Box 224E, BROADCASTING.

Radio-tv announcer. Easy style. Versatile. Also writing-production background. Box 226E, BROADCASTING.

Announcer-dj. Good sales personality. Operate board. Competitive market. Box 227E, BROADCASTING.

Announcer, topnotch, stable mature, in key met market. Family health requires favorable climate. Box 231E, BROADCASTING.

Announcer—Best voice and delivery. Presently manager in medium market. Desire return permanently to announcing or/and dj large market only. 32 years old. Family man. Because of sales and management experience I know what it means to put out as air salesman. If you want a permanent man, and the best, write for my story. Box 235E, BROADCASTING.

Top pulse rated, Storz-type D-J, wants 75,000 or more market. Present boss thinks I'm ready. Modern radio know-how and ideas galore. Opportunity placed before salary. Family man. Box 236E, BROADCASTING.

Personality is what analysts call life blood of a person. Same with a station. So if you want some of that wonderful "red stuff" coming over your dj mike, write Dr. Martin. Excellent references. Box 238E, BROADCASTING.

Personable young announcer, trained by pro's—every phase of broadcasting, have potential run board free to travel. Box 239E, BROADCASTING.

Announcer—1st phone. Fully trained in radio. Wants first job. Prefer western states. Married man with no family. Resume and tape. Box 243E, BROADCASTING.

Three years, wants good station in New York, New Jersey or Conn. Box 244E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Internationally experienced announcer with good news delivery and comprehensive knowledge of music—good pop and classical—seeks position with good music station. Preferably west coast. Reply Box 247E, BROADCASTING, stating needs and salary.

Two years, music, news, sports. One year management. Steady, dependable, seeking future. Go anywhere for right offer. Box 248E, BROADCASTING.

Combo man, 1st phone, prefer no maintenance, will do routine preventive maintenance, $85, no car. Box 249E, BROADCASTING.

Do you want a man that can tear a big town apart. Character dj, country. I pick, sing, make singing commercials. I'll drive your town and sponsors wild. I'll give you some of the best and cleanest entertainment you ever heard anywhere. Original too. Good ref. Have talent, will travel. Box 252E, BROADCASTING.

13 years radio! Network voice. Want news reporting. Metropolitan south-southeast. Will consider night pop dj work. Know music-smooth. Box 258E, BROADCASTING.

Announcer, 3 years experience, available immediately. Bill Couch, 917 9th St., Lewiston, Idaho, Phone SHerwood 3-3998.

Experienced staff announcer desires permanent position in northeast central states. Good news and music. Bill Gallagher, WIMS, Michigan City, Indiana.

Have larynx—will travel. Experience-light, but ambition-fantabulous! Radio school, college graduate. 22—single, 4F. Strong on dj. Sing! Love to work. No smoke-drink! Drop a line! Marv Kramer, 365 High Street, Medford, Massachusetts. EXport 5-2666. Available now!

Summer replacement problems? Available July-Sept. smooth, versatile young dj, newsman, all-sports announcer, can run own board. Need experience rather than pay. Dj includes wake-up, pops-tops, late-night jazz or classical. Will go anywhere. Write Dick Palmer, WPRB, Princeton, N. J.

Experienced announcer—first phone. Howard Spidle, General Delivery, Albany, Oregon.

Colored announcer-dj, staff man. Strong on commercials. Versatile. Will relocate. Rai Tasco, 2329 11th Ave., Los Angeles 18, Calif.

Technical

Experienced engineer-announcer. Box 199E, BROADCASTING.

Engineer 1st phone, age 28. Radio or television operation and maintenance. Capable and responsible. Studio and transmitter experience. No announcing. Box 230E, BROADCASTING.

Production-Programming, Others

Radio-television sports director, ten years experience, wants sports position with chance to advance in programming and management. Desire permanency. Box 113E, BROADCASTING.

Newsman, write and air. Networks both coasts. Employed. Twenty years experience at 39, newspapers, radio, tv. National award winner. Metropolitan only. Box 124E, BROADCASTING.

Program director, experienced, personable, permanent. Must make change. Box 182E, BROADCASTING.

Young program director, fully experienced music and news is seeking employment with growing, aggressive station. I offer hard work, knowhow, sincere desire to settle down and get ahead in medium size town. Opportunity means more than immediate financial return. Have produced two top-rated stations. Box 187E, BROADCASTING.

Family man, 30 proven sales record, 2 years with New York representative. 3 years with New York metropolitan independent station calling on top agencies. Well-known in industry. Let's talk. Box 203E, BROADCASTING.

News director, seven years experience all phases. Degree, excellent references. Midwest, west. Available June 1st. Reasonable salary requirements. Box 217E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Girl continuity director: Production gimmicks, good adaptable voice, good sell, dj, newscasting, secretary, 3rd ticket, single. Evenings—Plaza 2-4166, Waco, Texas. Box 225E, BROADCASTING.

Radio-tv newsman, 18 months experience. J-school grad. Box 251E, BROADCASTING.

Program director—My eight years radio-tv experience will make me an asset to you. Let my Storz type and Westinghouse experience pay off for you. Top dj, looking for progressive station that wants to go up in metropolitan market ratings. Position must have authority as well as title. Let's get together. Tape and resume or personal interview available. Box 256E, BROADCASTING.

TELEVISION

Help Wanted

Sales

A fast growing network affiliated eastern vhf station needs a hard hitting, self-starting, show-the-way type of local salesman to head up, and show a local staff how to score. Are you the man? Write Box 962D, BROADCASTING.

Preferably experienced salesman for local and regional accounts. Salary and commission arrangement. Many fringe benefits. Opportunity for advancement with one of nation's leading stations. State all particulars first letter. Box 166E, BROADCASTING.

Need real go-out-getter who wants to make real money in good market. All it needs is effort. Call or see Jack Sholar, WALB-TV, Albany, Ga.

Announcers

TV weatherman-announcer for midwest medium market, NBC affiliate, must be experienced in delivering authoritative weather roundup, and capable of doing other announcing chores. Write Box 923D, BROADCASTING.

Need news man for combined radio-television job. Must be able to prepare and delivery on camera. Send tape, picture, background information, references and salary requirements first letter. Call or write KTHV, Little Rock, Ark. Phone FRanklin 4-3764.

Need personable on-camera announcer for full power network affiliate station in southwest. Please send tape, picture and film, if available, and salary requirements. Call or write KTHV, Little Rock, Ark. Phone FRanklin 4-3764.

Technical

Experienced engineer. All-around man on studio and transmitter capable of becoming technical director of medium market, mid-south full-power vhf. Box 171E, BROADCASTING.

Assistant chief engineer for large northeastern television station. Must have EE Degree, be under 33 years old and have experience. $10,000.00 for right man. Box 178E, BROADCASTING.

Production-Programming, Others

Continuity promotion director for CBS basic affiliate rapidly expanding southern market. Must be fast, accurate, capable producing copy that sells. State salary required, include resume, samples, photograph first letter. Box 228E, BROADCASTING.

Radio-tv operation needs women's director to produce daily radio and tv shows with emphasis on cooking. Send complete resume and photo to Gene Milsteen, KFEQ-TV, St. Joseph, Missouri.

Sales Service Director—key position for qualified man, working directly with sales department, servicing accounts. Must be thoroughly experienced all phases commercial production. If you are in step with today's demand for creativeness in commercial conception, a copywriter, capable using movie and slide cameras as tools, this is an opportunity with a future. KKTV, Pueblo, Colorado.

Continuity writers: Two writers for midwest television station. Experience preferred, but not absolutely necessary. These positions are copy exclusively. Send resume and sample copy to J. W. Kelin, Production Manager, P.O. Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

Management

Manager, 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best references. Box 780D, BROADCASTING.

Studio facilities manager, 7 years television, 6 years theatre technician. Manage scene and prop shops and studio staging and lighting. Box 245E, BROADCASTING.

Sales

Young, former manager now with national rep wants national sales opportunity. Box 138E, BROADCASTING.

Announcers

Newscaster with ten years experience, five in television, seeks position with news-conscious station. College graduate; family. Box 193E, BROADCASTING.

Proven newsman. Three years present market. Currently employed. Seek advancement. Five years radio-television news-sports announcing, reporting, writing. Box 207E, BROADCASTING.

Radio announcer desires television-radio announcing opportunity. Three years radio. A.A. English degree. 28. Radio broadcasting graduate. Smooth selling delivery. Box 211E, BROADCASTING.

$300 weekly minimum 10 years top stations. Look, listen. Personal interview only. Box 229E, BROADCASTING.

Technical

First phone, 15 years experience. Want California television, radio, studio or transmitter. Available May 15. Box 170E, BROADCASTING.

Production-Programming, Others

Television sports director wants to return to radio play-by-play while working with television programming in permanent surroundings. Box 112E, BROADCASTING.

FOR SALE

Stations

Small market station, north Alabama. Good gross, excellent equipment, in growing market. $65,000—29% down. No brokers. Box 107E, BROADCASTING.

Major southwestern market 250 watt hillbilly station—grossing between 85-95 year. Potential 120,000. Overhead 6 per month. Good equipment—studios. Will quick sell for 85—15 down—5 years. Wire, write Box 206E, BROADCASTING.

So. Calif. 1 kw daytimer. Unusual growth potential. Small investment plus resident managerial services makes you a partner. Experience, proven ability, high moral standards required. Owner has other immediate business committments therefore unable to devote full time to station matters. Send full particulars and references first letter. Confidential. Box 209E, BROADCASTING.

FM radio station to be moved. 250 watt GE transmitter, Andrews antenna, GE modulation monitors, console, turn tables, microphones, Ampex 350 tape machine. On air now with ERP 330 watts, constant signal 50 miles. Remote mobile transmitter, must sell before May 15th, $10,000.00 KELS-FM, Nacogdoches, Texas.

New York $42,000; Florida $36,000; New Mexico $33,000; Texas $35,000; West Virginia $60,000; Kentucky $75,000; Florida $85,000; Tennessee $135,000; uhf $160,000; Pennsylvania $158,000; New Mexico $125,000; Arizona $200,000; North Carolina $150,000; Georgia $300,000; Florida $300,000; Kentucky $300,000; Michigan $450,000; Virginia $75,000; Michigan $70,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Waiting buyers, listings wanted. The Hollingsworth Co., Inc., 514 Hemp. Ave., W. Hempstead, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE—(Cont'd)

Equipment

Several RCA Iconascope camera chains and type 1850A tubes, slightly used. Box 928D, BROADCASTING.

One REL one kilowatt fm transmitter. In good condition, presently operating in North Carolina. For details, write Box 160E, BROADCASTING.

1—320A Dage Camera Chain 1—300D Dage Camera Chain, 1—410A Dage Sync Generator, 1—16mm Kodak K100 Movie Camera, 1—Pan-Cinor—Variable Focus Lens plus flood light and other miscellaneous studio equipment all at substantial discount. Box 240E, BROADCASTING.

Motorola 30-D two-way mobile equipment. Transmitter, receiver, speaker, mike, cable. Suitable for remote broadcasts. $150.00. Box 1001, Griffin, Ga.

GR 732-A distortion meter $75, 731-A modulation mon. $100, appearance good, may need repairs. W.E. 1-C freq. mon. 1440 kc, $200, works. Thordarson T30W05 mixer-amp., 500 ohm out, db meter, 4 low imp. mike, 2 phono inputs, good cond. $75. All FOB P. O. Box 1841, Montgomery, Ala.

GE 1 kw fm amplifier with final tubes, RCA 44-BX and 77-D microphones, Magnecord 814 eight-hour tape player. All excellent condition. Box 221, Lebanon, Tennessee.

Two Fairchild turntables, good condition, 10 years old, 33 speed arms Western Electric use G.E. cartridges, 78 arms handle any cartridge. Both $200.00. Portable Magnacorder, good condition, $250.00. KIFI, Idaho Falls, Idaho.

Truscon self-supporting tower height above insulators, 325 feet. Wind loading 90 I.M.P.H. Complete with lighting. Tower to be sold standing. In excellent condition. U. L. Lynch, Technical Director, KMMJ, Grant Island, Nebraska.

Two RCA type RT-11A tape machines, and two Presto turntables, type 64-A. Contact Chief Engineer, KQV, Pittsburgh, Pa.

Collins 12-Z remote unit for 110 and battery, cost $450, sell $150. KROX, Crookston, Minn.

RCA diplexer, TX-2A, Channel 2, excellent condition, $275; KSPR-TV, Casper, Wyoming.

Two RCA TP16D projectors good condition both for $2,950. Contact Chief Engineer, WALA-TV Mobile, Alabama.

AM radio tower, 150 feet, Stainless, good condition. Clark phase monitor, 108 E, like new. Gates hy-watter, 2 tower array phasing equipment. Contact WAWK, Kendallville, Indiana, phone 764.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Television monitors—broadcast and industrial—cabinet, rack, custom chassis models—8"-$195.00; 14"-$215.00; 17"-219.00; 21"-$259.00. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

WANTED TO BUY

Need cash? Convert your unproductive transmitter site into cash, get advantage of tax deductible lease back arrangement. You retain ownership of towers, equipment and building for depreciation. If your land is free and clear send details and cash desired. We will forward our cash offer and lease details. Write Box 257E, BROADCASTING.

Stations

Small or medium market radio station or cp. Give details, terms. All replies confidential. Box 626D, BROADCASTING.

Equipment

5 kw transmitter and associated equipment. Give full details. Box 159E, BROADCASTING.

Late model—3 kw fm transmitter and frequency modulation monitor. Box 242E, BROADCASTING.

1000 watt fm amplifier. KYFM, 4516 North Libby, Oklahoma City, Okla.

10 kw fm power amplifier for use with RCA BTF-3B transmitter. WNIB, Chicago 24.

MISCELLANEOUS

Lease option small market station northwest U. S. Box 195E, BROADCASTING.

MISCELLANEOUS

Wanted—investors. GI, 25, married, discharged soon seeking investors for small radio station. Previous electronics business experience. Excellent investment. Write P. O. Box 754, Richland, Wash.

H.M. Von Reitter Bowley, television and radio bingo game sheets. 1025 Lincoln, Denver 4, Colorado. Tel: Alpine 5-7093.

INSTRUCTION

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Situations Wanted

Announcers

WELCOME BACK FROM THE CONVENTION

If you found no magic formulas for programming-sales, and believe in talent, we invite you to contact us. Husband and wife team, experienced every phase music and show biz, deejays two years. Sing, create jingles, choose records by listening, not from charts. Enjoy keeping housewives and sponsors contented. Money isn't everything. Available soon.

Box 255E, BROADCASTING.

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

PROGRAM DIRECTOR

Total 13 years experience with net affiliates and independent. Last 2½ years with McLendon Chain in Texas as D. J. and Program Director. Creative, audience building ideas with plenty of sales appeal. Promotion and production minded, 30 year old, family man looking for new opportunity.

Box 241E, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

PROMOTION MANAGER WANTED

Basic CBS-TV affiliate has opening for experienced promotion man to direct a vigorous promotion, publicity, exploitation operation. Prefer man presently employed as station promotion manager or assistant promotion manager, ready to step up. Live in sunshine city in beautiful live oak country. Send complete resume with references, samples, and present salary to Albert D. Johnson, General Manager, KENS-TV, San Antonio, Texas.

TELEVISION

Help Wanted—(Cont'd)

Technical

FLORIDA

VHF has opening for first phone operator to train as studio and transmitter maintenance engineer. Previous TV experience not necessary, but a strong technical background is a must.

Box 246E, BROADCASTING

EMPLOYMENT SERVICE

A Specialized Service For

Managers	Commercial Managers
Chief Engineer	Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

FOR THE RECORD *continues from page 122*

of Air Force that it is expected that newly constructed tv broadcast translator station at **Holloman Air Force Base** near **Alamogordo, N. Mex.,** will begin program tests on May 1, 1958. Station, which will transmit on uhf tv chs. 75, 78 and 83, will rebroadcast programs from commercial tv stations **KROD-TV, KTSM (TV)** and **KILT (TV), El Paso, Tex.** Transmitter output power on each ch. will be 10 w peak.

Establishment of Air Force translator is subject to condition that operation will not cause interference to reception of any non-Government station.

REMOTE CONTROL RULES AMENDED

By order, Commission amended Sect. 3.66(c) (4) of broadcast rules relating to remote control of am stations so that determination of necessary CONELRAD operation power can be made by CONELRAD field supervisor on case-to-case basis.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on April 29

Granted petition by **Cy Blumenthal** to dismiss without prejudice his application for new tv station to operate on ch. 2 in **Terre Haute, Ind.**; retained in hearing status similar applications of **Wabash Valley Bcstg. Corp.** and **Illiana Telecasting Corp.** Action April 29.

By Hearing Examiner Charles J. Frederick on April 25

Granted petition by Broadcast Bureau for extension of time from April 25 to May 9 to file proposed findings, and from May 5 to May 19 for filing replies in re am applications of **Golden Valley Bcstg. Co. (KRAK) Stockton, Calif.** and **Radio Santa Rosa, Santa Rosa, Calif.**

By Hearing Examiner Annie Neal Huntting on dates shown

On motion by **Southwest Bcstg. Co. Inc., Redlands, Calif.,** continued without date prehearing conference now scheduled for May 6 on its application and that of **Telemusic Co., San Bernardino, Calif.,** for new fm stations, pending outcome of Southwest request for rule making looking toward allocation of ch. 300 to Redlands; grant is without prejudice of filing of motion to reschedule if rulemaking proceeding becomes unduly protracted. Action April 28.

Continued from June 2 to June 4 prehearing conference on am application of **Florence Bcstg. Co. Inc.,** for new am station in **Brownsville, Tenn.** Action April 29.

By Hearing Examiner J. D. Bond on April 29

Granted petition by **Louis Adelman, Hazleton, Pa.,** for continuance from June 3 to June 12 hearing on applications of **Mr. Adelman** and **Guinan Realty Co., Mount Carmel, Pa.,** for new am stations.

By Hearing Examiner H. Gifford Irion on April 25

Granted petition by **Radio Orange County Inc., Anaheim, Calif.,** for continuance of prehearing conference from May 1 to May 12 in proceeding on its am application, et al.

By Hearing Examiner Herbert Sharfman on April 28

Scheduled prehearing conference for May 19 on am applications of **Historyland Radio** and **Star Bcstg. Corp., Fredericksburg, Va.**

By Hearing Examiner Thomas H. Donahue on April 25

Scheduled hearings for May 5 at 9:30 a.m., re am application of **Jefferson County Bcstg Co., Pine Bluff, Ark.**

By Hearing Examiner Herbert Sharfman on April 23

Granted oral request of **Video Independent Theatres Inc. (KVIT** ch. 2), **Santa Fe, N. M.,** for further continuance of hearing from May 5 to May 26 in proceeding on its application.

By Hearing Examiner Basil P. Cooper on April 23

Granted motion by **Oregon Radio Inc. (KSLM) Salem, Ore.,** for continuance of further prehearing conference from April 23 to April 25, and evidentiary hearing scheduled for April 29 is continued to date to be announced at conclusion of hearing conference on April 25 in proceeding on am applications of **Oregon Radio** and **Lincoln Electronics Inc. (KBCH) Oceanlake, Ore.**

Granted motions by **Birney Imes Jr. (WMOX) Meridian, Miss.,** and **Mississippi Bcstg. Co., Carthage, Miss.,** for various corrections to transcript in proceeding on their am applications.

Issued order following prehearing conference in proceeding on applications of **Sherrill C. Corwin** and **K-UHF (TV)** for cps for new tv stations to operate on ch. 34 in **Los Angeles, Calif.**; evidentiary hearing will begin on June 16.

By Commissioner Frederick W. Ford on April 22

Granted petition by **Plough Bcstg Co. Inc.,** for extension of time to April 14 to file reply to opposition of **Town and Country Radio Inc., Rockford, Ill.,** to its (Plough's) petition to reopen record in proceeding on Town and Country's am application.

By Chief Hearing Examiner James D. Cunningham on April 17

Scheduled hearings on June 25 in following am proceedings: **Birch Bay Bcstg. Co., Blaine,**

Wash.; Historyland Radio and **Star Bcstg. Corp., Fredericksburg, Va.**

By Hearing Examiner Jay A. Kyle on dates shown

Granted petition by **Marshall County Bcstg. Co. Inc., Arab, Ala.,** to continue without date hearing scheduled for April 22 in proceeding on its application and that of **Walter G. Allen, Huntsville, Ala.** Action April 22.

Scheduled oral argument for May 5 on petition by **Joseph M. Ripley Inc., Jacksonville, Fla.,** for leave to amend its am application and notice of taking depositions filed by Ripley in proceeding on am applications Ripley and **Dan Richardson, Orange Park, Fla.** Action April 23.

Scheduled prehearing conference for May 6 in proceeding on applications of **WJPB-TV Inc., West Virginia Radio Corp.,** and **Telecasting Inc.,** for cps for new tv stations to operate on ch. 5 in **Weston, W. Va.** Action April 23.

By Hearing Examiner Basil P. Cooper on April 22

Ordered that motion by **Triangle Publications Inc. (WNHC-TV** ch. 8), **New Haven, Conn.,** to prohibit taking deposition of **Roger W. Clipp** on April 1 is dismissed as moot; motion of **Springfield Television Bcstg. Corp.,** requesting examiner to reconsider certain rulings made on record is denied; and map marked as page 8A forwarded by Triangle showing location of computed or predicted present Grade B contour of station WNHC-TV in the **Springfield-Holyoke** vicinity will be associated with WNHC-TV Exhibit 2 following page 8, in proceeding on Triangle's application.

By Hearing Examiner Herbert Sharfman on April 22

Granted petition by Broadcast Bureau for further extension of time from May 1 to May 8 for filing initial proposed findings of fact and conclusions and for filing replies from May 12 to May 19 re application of **Sacramento Telecasters Inc. (KBET-TV** ch. 10), **Sacramento, Calif.**

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 25

KARD-TV Wichita, Kan.—Granted license for tv sttaion; ant. 1000 ft.

WACK Newark, N. J.—Granted license for am station.

KIXL Dallas, Tex.—Granted license covering installation of new trans.

KWTX Waco, Tex.—Granted license covering installation of new trans.

KPAR-TV—Sweetwater, Tex.—Granted mod. of cp to change ERP to vis. 145 kw, aur. 72 kw, ant. height 580 ft., and change type of ant.

KAFE Oakland, Calif.—Granted mod. of cp to change type ant., type trans., studio location and specify remote control operation; condition.

KPLA Los Angeles, Calif.—Granted mod. of cp to decrease ERP to 52 kw, increase ant. height to 2900 ft., change type trans., type ant., studio location and operate trans. by remote control.

Following were granted extension of completion dates as shown: **KBCO (FM) San Francisco, Calif.,** to 11-19; **WGLI-FM Babylon, N. Y.,** to 11-1; **WMFT Terre Haute, Ind.,** to 7-10, and **KFHA Tacoma, Wash.,** to 10-1.

Actons of April 24

WOOO Deland, Fla.—Granted license covering increase in power to 5 kw, install new trans.

WRRN Warren, Pa.—Granted cp to modify its trans.

WKBN-FM Youngstown, Ohio—Granted cp to increase ERP to 50 kw, ant. height to 545 ft. and make changes in ant. system.

WBOE Cleveland, Ohio*—Granted cp to decrease ERP to 9.1 kw and make change in ant. system.

WFMR Milwaukee Wis.—Granted cp to replace expired cp which authorized change station location ERP ant. height studio and trans. location type trans. and changes in ant. system.

WBFO Buffalo N. Y.*—Granted mod. of cp to move ant.-trans. location (no change in address) change studio location (trans. location) increase ERP to 190 w and ant. height to 215 ft.

KSRC Socorro N. M.—Granted mod. of cp to change type trans.

WIBG-FM Philadelphia Pa.—Granted mod. of cp to install new trans.; condition.

Following stations were granted change of sign-off time as shown: **WTKM Hartford Wis.,** 6:00 p.m. April thru Aug.; **WCKB Dunn, N. C.,** sign-on at 6:00 a.m. and sign-off at 7:00 p.m. for months May thru Aug.

WDKY (FM) Spartanburg, S. C.—Granted cancellation of license for fm station effective midnight, Mar. 19.

Actions of April 23

KIEM-TV Eureka, Calif.—Granted license for tv station and redescribe trans. location.

WESH-TV Daytona Beach, Fla.—Granted license covering changes in tv station.

WMT-TV Cedar Rapids, Iowa—Granted license covering installation of aux. trans. and maintained ant. system as aux. ant. at old licensed main trans. site; ERP vis. 10.5 kw, aur. 5.25 kw, ant. height 670 ft.

WIMA-TV Lima Ohio—Granted license covering changes in tv station.

WPVA Colonial Heights-Petersburg Va.—Granted license covering increase in power to 5 kw, install new trans., change ant., trans. location, make changes in ant. and ground system and operate trans. by remote control.

WWPD Miami, Fla.—Granted cp to change ant.-trans. and studio location and increase ERP to 9.2 kw.

KTKT-FM Tucson, Ariz.—Granted mod. of cp to change trans. location, increase ERP to 11 kw, ant. height to 3490 ft., install new type ant. and delete remote control.

KYFM Oklahoma City, Okla.—Granted mod. of cp to change type trans., type ant., decrease ERP to 1.5 kw, increase ant. height to 155 ft.; condition.

Following were granted extensions of completion dates as shown: **WPTT (TV) Augusta, Me.,** to 11-1; **WGTV Athens Ga.** to 11-5; **WSPD-TV** (main & aux. trans.) **Toledo Ohio,** to 11-2; **WVUE** (aux. trans.) **Wilmington, Del.,** to 8-3.

WLDB Atlantic City, N. J.—Granted authority to operate trans. by remote control.

KOZY Grand Rapids, Minn.—Granted authority to operate trans. by remote control.

Following stations were granted change of sign-off time as shown: **WLOA Braddock, Pa.,** 6:00 p.m. from April 18 thru Sept. 10, except for special programming when operation may continue up to licensed sign-off time; **WQUB Galesburg, Ill.,** 6:00 p.m. local time commencing immediately and continuing thru Sept.; **WETZ New Martinsville, W. Va.,** 7:00 p.m. local time May thru Sept., except for special events within limitation of license; **WNIL Niles, Mich.,** 7:00 p.m. EST May thru Aug. for economy of operation; **WJMB Brookhaven, Miss.,** 6:00 p.m. for period ending May 31; **WPRC Lincoln, Ill.,** 6:00 p.m. CST from April 27 thru Sept. 28, except for special events of public interest when station may operate up to licensed sign-off time; **WDLA Walton, N. Y.,** 6:00 p.m. EST April thru Sept., except in special event broadcasts when station will continue up to licensed sign-off time; **KLTI Longview, Tex.,** 6:30 p.m. CST from April thru Aug.; **KCHR Charleston, Mo.,** 6:00 p.m. April thru Sept.; **WMLF Pineville, Ky.,** 8:00 p.m. effective immediately until Sept. 15 except for special programming; **WLOC Munfordville Ky.,** 6:00 p.m. CST for period ending Aug. 31.

Actions of April 22

WGBA Columbus, Ga.—Granted acquisition of positive control by **Charles A. McClure** thru transfer of stock from **L. H. Christian.**

WULA Eufaula, Ala.—Granted acquisition of positive control by **Charles A. McClure** thru transfer of stock from **L. H. Christian.**

WCHK Canton, Ga.—Granted acquisition of positive control by **Charles A. McClure** thru transfer of stock from **L. H. Christian.**

KZEY Tyler, Tex.—Granted license for am station and specify studio location same as trans.

WCNR Bloomsburg, Pa.—Granted authority to sign-off at 7:05 p.m. EDST, but in no event later than local sunset, for period ending Sept. 30.

Actions of April 21

WHER Memphis, Tenn.—Granted assignment of license to **Tri-State Bcstg. Service Inc.**

WTWO Bangor, Me.—Granted license for tv station; ant. 640 ft.

KGHL-TV Billings, Mont.—Granted license for tv station and specify correct coordinates, ant. 750 ft.

WTVH Peoria, Ill.—Granted license for tv station.

WIPR-TV San Juan, P. R.—Granted license for noncommercial educational tv station.

WJIM-TV Lansing, Mich.—Granted license covering installation of aux. trans. at old main trans. site and redescribe trans. and studio locations (not a move).

WGMS-FM Washington, D. C.—Granted license covering changes in fm station; ant. height 440 ft.

WGMS Bethesda, Md.—Granted license covering installation of old main trans. as aux. trans. at present location of main trans.; and license covering change of trans., studio and station location, daytime to unlimited, power, install DA-2 and install new trans.

WCAU-FM Philadelphia, Pa.—Granted mod. of SCA to change type of equipment for multiplex operation only; condition.

WIBW Topeka, Kan.—Granted authority to operate aux. trans. by remote control while using nondirectional ant.

Following were granted extensions of completion dates as shown: **KPAP Redding, Calif.,** to 8-1; **WAPE Jacksonville, Fla.,** to 8-27; **WEAM Arlington, Va.,** to 7-15; **WJCT Jacksonville, Fla.,** to 7-27; **WPTZ North Pole, N. Y.,** to 11-1.

UPCOMING

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 9: Radio Tv Guild, industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 10: UP Broadcasters of Michigan, Hotel Olds, Lansing.

May 10: Radio and Tv News Directors Assn., board of directors meeting, Sheraton-Blackstone Hotel, Chicago.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal,

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 15-16: Nebraska Broadcasters Assn., Scottsbluff.

The nation's highest audience-rated Negro group

WOKJ JACKSON

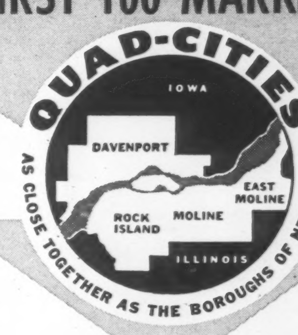
KOKY LITTLE ROCK

KOKA SHREVEPORT

The McLendon EBONY Stations

Represented by John E. Pearson

ONE OF THE FIRST 100 MARKETS



WHBF RADIO & TELEVISION

the station of marketing success in the Quad-Cities

CBS

REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Frank Clarke, production manager of Erwin Wasey, Ruthrauff & Ryan, L. A., promoted to vice president.

William J. McIllvain, vice president in charge of network relations, Leo Burnett Co., N. Y., promoted to vice president in charge of broadcasting department. He transfers to Chicago.

Ralph Smith, account supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., takes on additional duties as vice president in charge of operations. **Brooks Elms,** who has been with SSC&B for past three years as account executive on Pall Mall cigarettes, also has been elected vice president of agency.

A. Roy Barbier, account executive on Cadillac Motor Car Div., General Motors Corp., at MacManus, John & Adams, appointed vice president of agency.

John J. Remillet, account supervisor of automotive accessory accounts, D. P. Brother & Co., promoted to vice president and director of marketing.

Richard St. John, vice president and account supervisor on Skippy and Nucoa divisions of Best Foods for Guild, Bascom & Bonfigli, S. F., has resigned. **Henry L. Buccelo,** who has been account executive on Skippy and Nucoa in N. Y., will take over supervision of advertising for Best Foods.

Elliott W. Plowe, with BBDO, N. Y., since 1954 and vice president and account group head on American Tobacco Co.'s Hit Parade cigarettes, has joined Calkins & Holden, N. Y., as senior vice president and member of board.

James M. Loughran, account supervisor, Erwin Wasey, Ruthrauff & Ryan, to Donahue & Co., L. A., as vice president in charge of client service.

Robert J. Hakken, copywriter, Foote, Cone & Belding, Detroit, promoted to copy supervisor on Edsel account.

John F. Hogan, product advertising manager for Charles Pfizer & Co. (drugs), Brooklyn, N. Y., named account executive at Erwin Wasey, Ruthrauff & Ryan, that city, for Lederle Labs., Div. of American Cyanamid Co.

Edgar E. Peck, senior account executive, Gray Adv., N. Y., to Ted Bates & Co., that city, as account executive on Wallace Labs account.

Gerald Lesser, formerly vice president of E. T. Howard Co., N. Y., joins Keyes, Madden & Jones, that city, as account executive.

Ralph C. Robertson, who for past four and one-half years served as vice president and marketing director for Geyer Adv., N. Y., has been appointed director of advertising of Pharma-Craft Corp., Cranbury, N. Y.

Herman E. Bischoff, art department, Lennen & Newell, N. Y., to tv art director of agency.

Clark E. Zimmerman, director of research, McCann-Erickson, Cleveland, joins Lang, Fisher & Stashower, that city, as director of market research.

Gerry Ford, former Grant Adv. radio-tv director, to Hicks & Greist, N. Y., as executive producer for commercial production. **Sandy Gassman,** timebuyer, Dancer-Fitzgerald-Sample, to H&G in similar capacity.

Shirley Ann Vierheller named radio-tv copywriter for Pet Milk account at Gardner Adv., St. Louis.

Richard Sheppard, Brooke, Smith, French & Dorrance, traffic department, joins agency's media department.

Charles F. Adams, vice president, MacManus, John & Adams, awarded honorary membership in Alpha Delta Sigma, national advertising fraternity, by Long Island U., N. Y.

Horace G. Titus, 46, advertising manager, Helena Rubinstein Inc., died April 18 in New York following heart attack. Mr. Titus was Mme. Rubinstein's son by first marriage.

FILM

Maxine Cooper, account executive, WABD New York, to Alexander Film Co., Colorado Springs, as N. Y. resident vice president. **Jay G. Piccinati,** director of marketing, named vice president in charge of marketing, headquartering in Colorado Springs.

Dalton Danon, east central division manager, Motion Pictures for Television, to Guild Films as western division manager.

James F. Delaney, formerly southwest account executive for Ziv Television Programs, N. Y., to Proven Programs sales division of ABC Film Syndication as manager. Proven Programs division handles sales of re-run properties of ABC Film Syndication.

Lilliam L. McGee, president and general manager of Ferrostaal Pacific Corp., S. F., international sales representative, named western division manager of Interstate Television Corp., N. Y., tv film distributor, headquartering in S. F.

Robert McKenna, formerly with NBC and ABC-TV Film Syndication, joins Regis Films as manager of midwestern operations, headquartering in Chicago.

Robert B. Morin, formerly in sales with National Telefilm Assoc., joins MGM-TV in N. Y. as sales executive.

Nat Vaillancourt, A & F Film Corp., Montreal, joins M & A Alexander Productions as its representative in Canada.

Jose Garcia has been named sales representative for TPA in Puerto Rico. Five account executives also named by TPA are **Sherlee Barish** from Official Films and National Telefilm Assn.; **Edward I. Adler,** who resigned from CBS-TV Film Sales; **Tom Privette,** formerly with Ziv Television & Radio; **Edwin D. Staub,** with station KRLD Dallas, and **Bryan D. (Buck) Stoner,** formerly with MGM, 20th Century-Fox and assistant western Division Sales manager for Paramount Pictures from 1954 to 1958.

STATIONS

Ernie Byrne, production manager, KMOX-TV St. Louis, has been appointed executive producer. He will supervise on-air presentation of station's live programming.

William D. Stiles, station manager, KLRJ-TV Las Vegas, Nev., named general manager of KLRJ-AM-TV. **Mark Smith,** operations manager, succeeds him as station manager and **Ralph W. Johnson,** sales manager, KLRJ-TV, named commercial manager.

Howard H. (Fritz) Frederick, formerly general manager of KLIN Lincoln, Neb., named general manager of WIRL Peoria, Ill.

Len Mirelson, account executive, WNJR New York, named commercial manager.

William R. Murray, veteran of more than 18 years in broadcasting, to WHTN-TV Huntington, W. Va., as resident manager of station's Charleston studios.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L. B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

THE MERGER of Abbott Kimball Co.'s San Francisco office with Grant Adv. Inc. has been formally completed by (l to r) Lawrence R. McIntosh, executive vice president for Grant domestic operations; Alfred Ducato, president, Abbott Kimball, San Francisco, who becomes vice president-manager of the Grant branch office, and Frederick E. Spence, executive vice president, Grant's International Div. With the merger Grant assumed 19 new accounts, raising billings close to $100 million. Kimball's New York, Chicago and Los Angeles offices were absorbed by Grant March 1 [ADVERTISERS & AGENCIES, Feb. 24].

Robert V. Whitney, announcer, KALL Salt Lake City, Utah, named program director.

Cecil Webb, account executive and radio-tv director, Emil Reinhardt, Oakland, Calif., to KRON-TV San Francisco as director of sales promotion and merchandising.

Spencer Danes, newsman, WKRC Cincinnati, Ohio, to WAHR Miami Beach as news-sports director.

Art Ford, d. j., WNEW New York, to WNTA-AM-TV (formerly WAAT and WATV [TV]) Newark, N. J., as director of musical programming for radio and d. j. on WNTA-TV.

Barret H. Geoghegan, national sales supervisor, WABC New York appointed account executive in that city.

Frank X. Droege joins WSAI Cincinnati, Ohio, as account executive.

Jim Titus joins KRIZ Phoenix, Ariz., as d. j.

John Henry Faulk, wit and philosopher, returns to WBAI-FM New York as host of new half-hour show, *Midnight Rambles.*

Bob Crager, WWCO Waterbury, Conn., to WBRY, that city, program staff.

Charles E. Hamilton, assistant to president and manager of KFI Los Angeles, has been elected to board of directors of that city's Better Business Bureau.

Harvey Harding, 46, organist on various religious radio-tv programs on New York stations, died April 23.

MANUFACTURING

Thomas D. Meola, formerly vice president, operations, RCA Communications, to vice president and European manager. **Carl V. Bradford,** for six years manager of RCA east-central region, Cleveland, named director of regional operations, RCA, headquartering at Cherry Hill, Camden, N. J.

Robert B. Means, since 1953 with RCA Electron Tube division equipment sales staff, L. A., to manager, western district, entertainment sales, for division.

Leo Hahn, northeast regional sales manager, and **Eugene Van Cleve,** assistant advertising and sales promotion manager, Emerson Radio & Phonograph Co. promoted to field sales manager and advertising and sales promotion manager, respectively.

Samuel Olchak, formerly sales manager of De Wald Radio and Television Corp., Long Island City, N. Y., to Paramount Enterprises Inc., Hallmark stereophonic sound division, N. Y., as sales manager.
Thomas M. Stuart, sales engineer, Collins Radio, to Hallicrafters, Chicago, as sales promotion manager of amateur equipment.

Martin Richmond, production manager of radio and tv division, Emerson Radio & Phonograph Corp., Jersey City, N. J., has been promoted to works manager of plant in that city.

Amos F. Giordano, formerly with Federal Telecommunications Labs, Nutley, N. J., to Blonder-Tongue Labs, Newark, N. J., as chief engineer.

Dean W. Perry, RCA government services department, joins Rixon Electronics, Silver Spring, Md., as applications engineer.

GOVERNMENT

Samuel L. Williams, legal adviser to Federal Trade Commission on antimonopoly matters, has been promoted to chief project attorney. Mr. Williams succeeds **Sherman R. Hill,** who last month became director of FTC bureau of investigation.

PROFESSIONAL SERVICES

James C. Shattuck, formerly with CBS, to Robert R. Mullen & Co., N. Y. public relations firm, as head of company's N. Y. office.

William Schlackman, research director, Wrapture Inc., package design firm, to Dr. Ernest Dichter's Institute for Motivational Research, Croton-on-Hudson, N. Y., as director of Institute's new package research division.

EDUCATION

Arthur Settel, former public relation director, KLM Royal Dutch Airlines, and onetime CBS Public Affairs promotion specialist, to director of PR for Metropolitan Educational Television Assn. (META), N. Y.

MINITAPE*

. . . a fully transistorized, battery-operated, portable tape recorder of network recording quality.

AMAZING OPERATING EFFICIENCY . . . No other recorder can do the job of Minitape. Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Minitape weighs only 13 pounds and equals the finest AC-operated units in recording quality.

- Automatic volume control by transistor amplifiers holds constant full recording level from lip distance to 10 ft.
- Flat frequency response to 10,000 cycles at 7½ ips.
- 2 hours continuous recording on one charge. Lifetime nickel cadmium battery.

Write for prices and specifications

*trademark registered
Cable Address: STANHOFF

STANCIL-HOFFMAN
921 N. Highland Avenue
Hollywood 38, California

The Crest of Good Living in New York City

HOTEL New Yorker
34th Street at 8th Avenue

New York's largest skyscraper hotel. 2500 rooms, all with bath & free radio-television in many. Meditation Chapel open to all faiths. Midtown location. Direct entrance to Pennsylvania Station. Three air-conditioned restaurants.

LAMP POST CORNER . . . COFFEE HOUSE
GOLDEN THREAD CAFE

Singles	Doubles	Suites
from $7	from $11	from $23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen Mgr

Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

CHICAGO MIDWEST HEADQUARTERS
BOOKING OFFICE 200 E. WALTON DE 7-6344
BOSTON OFFICE 80 BOYLSTON ST. HU 2-0060
World-famed hotels
Teletype service—Family Plan

GEORGE·FOSTER·PEABODY
LOVER·OF·MEN

"... a notable achievement in creative television on the local level."

KLZ-TV's imaginative weekly live remote series, "Panorama," has earned one of TV's highest awards, George Foster Peabody—for Local Meritorious Public Service.

Says the Peabody citation: "Panorama, through the inquisitive and revealing eye of the TV camera tells the story 'This is our land and these are our people' with particular emphasis on the West... *a notable achievement in creative television on the local level.*"

It marks the first time any Colorado radio or TV station has won this distinguished honor.

KLZ-TV president, Hugh B. Terry, and Channel 7 personnel are grateful for this high tribute—pledge themselves to *continued* showmanship and service in the public interest.

CBS IN DENVER

KLZ

TELEVISION

Channel 7

CBS

Represented by the KATZ Agency.

MONDAY MEMO

from **EDMUND L. CASHMAN,** *vice president, radio-tv, Foote, Cone & Belding, Hollywood*

Why must creativity slump when the mercury starts to rise

Pretty soon the winter variety of tv programs will take their leave till fall. During the summertime the networks and the stations will be open for business but somehow or other the quality of the merchandise never seems to be the same. Could it be because everyone's gone fishing and summer is becoming "Happy Re-Run Time?"

Now there's nothing wrong with seeing a good program twice—but when everyone's doing it there's entirely too much repetition and a static quality of programming results. The viewer finds himself looking at so much that he's seen before and so little that is fresh, new and different that he loses interest and looks elsewhere for entertainment. The net result is fewer viewers.

When summer programming is new and a bit different it can attract a sizable audience. The *$64,000 Question* is a typical example. Television is capable of producing fine programming the year round. They don't always have to be top budgeted productions to hold interest. Also, since the heavy schedules of sponsored shows during the winter months allows little or no time for new programs and the development of new talent, chances are these summer months could prove of real value to the industry.

Place in the Sun

We should not pull the shade on summer programming. It should be the time when new faces, new talent, new program concepts have their day in the sun. There are many fine producers, directors, writers and actors who would eagerly welcome the opportunity of being on live during the summer months. This could also be a time of year when other great American cities could be heard from in the *Wide Wide World* manner. There are exciting and worthwhile events taking place throughout the country in summertime—pop concerts, symphonies under the stars, light opera, summer theater—and they are not limited to any one section. Summer is no time for tv to hibernate. There's too much of interest to everyone to let it become Rip Van Winkle time.

The theatre has its out of town tryouts. The movies have their sneak previews but television still takes it on the chin. Could summertime programming provide the answer in part? Couldn't programs under commercial consideration be given special exposure, presented at a time when they wouldn't be under the big rating guns or bucking an odds on favorite?

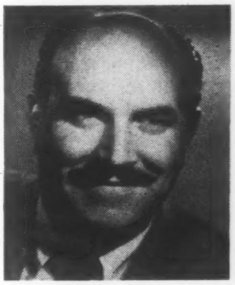
The Big Surprise

Tonight . . . An Important Preview! Keep it a surprise. No advance publicity, no newspaper columnists conditioning you to like it or not. Possibly affiliates could help by running new film shows in five or six markets for audience reaction. Those that measure up would then be worthy of a sponsor's network investment. In the case of most new programs and series the only ones who see them before they go on are people in the business. Why not widen the scope? It might be to everyone's best interests to let a section of the public in on what's going on. Eventually, it's their reaction that makes for success or failure.

Since the evolution of radio and television a lot of fun has been poked at the sponsor. Actually he's the greatest guy in the business. He's the one who takes the chances. It's his money on the line whether the show is good or bad—whether the audience is there or watching his competition. Instead of "We pause for a few words from our sponsor" the time has come for those of us in the business "To pause with a few words for our sponsor." There is a need for closer mutual understanding between talent and sponsor. When this bond exists each can help the other achieve his goals. When possible and when it does not interfere with production schedules, talent can help the man who pays the check by getting out and meeting the people who make, buy and sell his product. Talent can become truly helpful by being a little more sensitive to trends in their sponsor's business. Talent can help, too, by not spreading themselves too thin. Television is a full time job and those who are successful in it realize that as in any branch of show business it takes work! . . . Much of this groundwork could be abetted by some summertime experimentation.

When the work is done and the applause and the ratings come in to prove it . . . it's so rewarding! Perhaps the rewards could be more numerous, more fruitful for the industry and its audience if we *truly* made television a full-time job—twelve months a year. This could keep business good for everyone including the sponsor—"the greatest name in television."

Edmund L. Cashman, b. April 11, 1907, Providence, R. I. Graduated Rhode Island State, 1930. Entered radio with WEAN and WNAC, The Shepard Stores of New England, later to Yankee Network, Boston, and CBS, New York. Entered advertising with Lord & Thomas, then to FC&B. Was account executive on American Tobacco when "Lucky Strike Green Went To War." Entered television with Kudner. In 1951 rejoined FC&B, Hollywood, as radio-tv head of the agency's west coast operation.



An Idea Whose Time Has Come

IT WAS not by prearrangement, but neither was it by accident that the three major speakers on the opening day of the NAB convention addressed themselves to the same basic theme.

It is time, said Frank Stanton, John C. Doerfer and Marion Harper Jr., for broadcasters to accept the risks, responsibilities and rewards of editorial leadership among communications media. Having technical advantages over print journalism is not enough. The technical advantages must be put to expanded use for more and better news and information programming.

None of these three leaders knew in advance what the others were to say. The fact that all used the same theme, with important variations, may be attributed, we suggest, to the arrival of broadcasting at a critical point in its growth. Within the next very few years broadcasting will mature into responsible adulthood or will commit itself to permanent adolescence.

There are certain charms about adolescence, and undeniably broadcasting has many. The entertainment which radio and television now deliver to America exceeds in volume and quality all the diversions offered in the history of the world.

There are also inadequacies in adolescence. Broadcasting has its share. They exist chiefly in the area of broadcast journalism.

Broadcasting has at its command some of the most knowledgeable journalists in the nation. It also hands microphones to men with neither the training nor talent to report news and commentary.

Broadcasting produces many programs of journalistic integrity and depth unmatched by the work of any magazine or newspaper. It also deforms the air with amateur news which is at best superficial and at worst misleading.

Here and there a broadcaster with courage and ability is regularly editorializing. But for every broadcaster who takes this course of enhancing his stature in his community there are 20 who have conceded the job—and the stature—to newspapers.

A year ago the record was worse.

Two years ago it was still worse.

Both radio and television have been making demonstrable progress in the coverage and presentation of news. The number of broadcasters now editorializing is small, but it is considerably bigger than it was a year ago. Two years ago there were no more than half a dozen stations editorializing regularly.

What is now being done in news, information and commentary is not enough to seize the leadership for radio and tv in the communications world. It is enough, however, to suggest that the leadership can be seized.

Leadership must be earned, and there is no cheap or easy way to earn it.

The station which sends a disc jockey without training in the craft of news-gathering to a news conference where trained newspapermen are present is following, not leading in such circumstances. Newspapermen are justified in complaining that radio, with little exertion of its own, is capitalizing on the work of newspapermen.

The station which undertakes to editorialize without engaging professionals will only make the local newspaper look good.

To seize the leadership in U. S. journalism requires a degree of journalistic professionalism that too many stations now lack. Professionalism can be rapidly acquired through training and hiring if stations wish to accept the challenge of Messrs. Stanton, Doerfer and Harper—and the challenge of broadcasting destiny.

Payoff in Pocatello

THE FCC's hands-off policy on community antenna operations, which have been sapping the life-blood of television stations in smaller markets, mainly in the West, may be at an end. The FCC committed itself to a "careful study" of this increasingly vexatious problem at the NAB convention in Los Angeles last week.

What could not be accomplished through briefs and pleading of beleaguered telecasters was achieved by on-the-scene contact. The FCC last month had disclaimed jurisdiction over CATV as broadcast operations. They operate no "stations" *per se*, the FCC then held, but use common carrier facilities for the retransmission by wire of programs picked up from remote tv stations which are fed to small communities for an installation fee and a monthly charge.

TEA COUNCIL
TAKE TEA AND SEE!

Drawn for BROADCASTING by Sid Hix

"All I did was ask when do we have coffee breaks around here!"

The fortuitous development which brought the change was the meeting of Comr. Rosel H. Hyde a fortnight ago in Pocatello, Idaho, with telecasters from several of the mountain states who are faced with possible extinction because of CATV operations. He learned of the situation wherein CATV operators, without specific authorization from the originating stations (but likewise without strong objection), pick up the network programs of the larger market outlets and sell their customers the pick of all networks. The local "free" broadcaster finds his audience diluted and the sets which he was principally responsible in placing in the homes of his area pre-empted by the "pay-tv" operator, who blithely collects the monthly fees, free from regulation.

Comr. Hyde conveyed his findings to fellow commissioners at the NAB convention. The Commission realized a "public interest" question is involved, after all. Hence the "serious study." There's no assurance of the outcome. But the small town telecaster at long last gets his turn at bat.

Why Not a Hall of Fame?

AT THE 17th annual meeting of the Broadcast Pioneers in Los Angeles last week a plan was proposed for a broadcasters hall of fame and museum. It is an ambitious project, possibly entailing up to $5 million, depending on what's wanted. But it need not be a will-o'-the-wisp.

The printed leaflet distributed at the dinner meeting (there was no exhorting or drum-beating from the head table) stated simply: "an archives-library-exposition project for the radio television communications industry, to preserve the historical value of the arts and sciences, and to share its traditions and memorabilia with future generations."

The project is sound. There are plenty of halls of fame. Baseball, for example. Is broadcasting less important?

Until recently, the Broadcast Pioneers has been a sort of voluntary social order requiring only endurance as qualification for membership. In the past few years it has taken on stature, with chapters created over the country. Such broadcasters as Clair McCollough and John Patt, to name the last two, have served energetically and effectively as presidents. Frank Pellegrin takes over in the ensuing year.

Broadcasters have raised billions for welfare, education and other meritorious projects. We expect it can raise a couple of million for itself to create its own hall of fame, perhaps not overnight, but certainly before it's fifty, some dozen years hence.

HUNTINGTON
CHARLESTON
is the
~~32nd~~*
TV MARKET
and only
WSAZ-TV
COVERS IT . . . and
You Get HIGHEST RATINGS
at LOWEST COST

	Share of Audience**	Quarter Hour Win**	CPM Home Nightime***
WSAZ-TV	63.5	430	1.12
STATION B	24.4	24	2.50
STATION C	14.2	4	3.33

*SOURCE: SRDS MARKET DATA July 1, '57 (Population)
**SOURCE: COMPUTED FROM ARB. Nov. 1957
***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency

*TELEVISION MAGAZINE
says we don't give
ourselves enough
credit . . .
*HUNTINGTON-CHARLESTON
is the
27th
TV-MARKET
*Source: Television Magazine Data Book,
March, 1958 (Population)